

A Need for *Speed*

THE CHEETAH'S RACE TO OUTPACE EXTINCTION

Who?

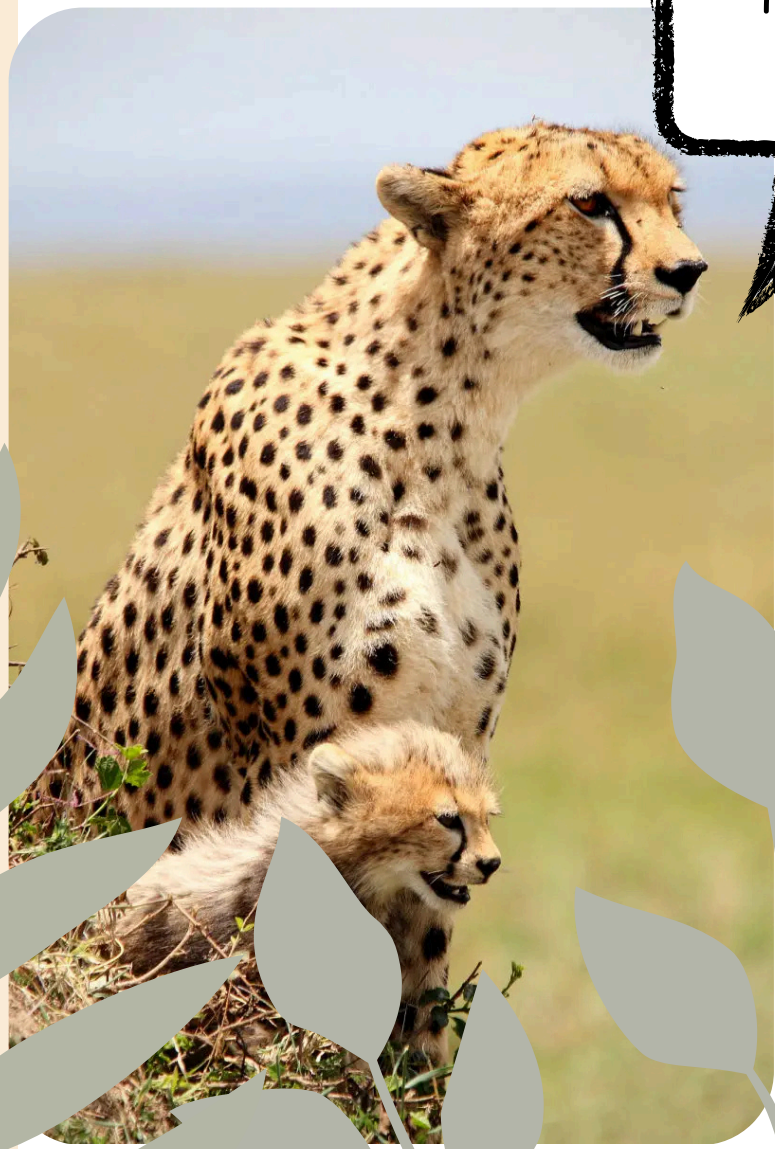
The Cheetah (*Acinonyx jubaus*) is an apex predator native to Africa and Asia. Cheetahs make their homes in primarily savannah and grassland habitats. They are typically solitary animals, but males will sometimes “buddy-up” in groups of two to three. They are known for:

- Being the **fastest land mammal** on earth (with an ability to go from **0 to 60mph** in just three seconds! That's as fast as your car traveling on the highway!)
- **Controlling prey populations**, from gazelle to small rodents and birds
- A flashy, **spotted coat to camoflauge** them from prey



**CHEETAHS CAN
REACH SPEEDS OF
OVER 70MPH!**

Can you “spot” us
from behind this
foliage?



Conservation Efforts

The IUCN Red List lists the cheetah as a vulnerable species, with some subspecies falling under more extreme categories like critically endangered. Cheetahs are at risk for extinction due to many different threats, such as:

- **Human destruction of habitat**
- **Prey loss due to poaching**
- **Invasive species and infectious disease**
- **Climate change and drought**

How Can I Help Cheetahs?

There are many ways to support the cause of saving cheetahs right from your own home! You can make a donation to the Conservation Cheetah Fund (CCF). You can even sponsor a specific cheetah or one of their livestock guardian dog friends! You can also support cheetahs by informing others of their need for conservation!

**Sponsor a
Cheetah Here!**



Target Audience: The target audience for this informational artifact is a general audience. Different pieces of the informational article have been put together to encompass an entire general audience, with some pieces suitable for young children (such as the “can you “spot” me?” section of the work) and some more suitable for an audience a bit older, 8th grade and higher (such as the Conservation Efforts section of the work). This piece is intended for all visitors to be able to obtain information from, whether a very young audience member visiting or an older one.

Specific Purpose: The specific purpose of this information artifact is to both educate the audience on cheetahs as well as inform on the conservation challenges faces by the species, and what audience members may potentially be able to do to help. This specific purpose is fulfilled by the information artifact first in the “Who?” section of the work, sharing with the audience numerous facts about the cheetah as a species. It is also fulfilled in the “Conservation Efforts” section of the work, informing the audience of the threats cheetahs face as a vulnerable species. Specific information on donation opportunities as well as other ways to support cheetahs is listed in this section as well.

Literature Cited:

IFAW. n.d. Cheetahs. The International Fund for Animal Welfare; [accessed 2025 Jan 20].
<https://www.ifaw.org/animals/cheetahs>.

IUCN. 2024. Cheetah (*Acinonyx jubatus*). IUCN Red List; [accessed 2025 Jan 20].
<https://www.iucnredlist.org/species/219/259025524#threats>.

The Cheetah Conservation Fund. 2025. Cheetah Facts. [accessed 2025 Jan 20].
<https://cheetah.org/uk/cheetahfacts/>.