

Wildlife Week 2007 with ZOO and SAN-IZE

Zoo Outreach organisation has been helping zoos, NGO, forest divisions, and other individuals and organisations celebrate for the last 22 odd years. Wildlife Week has been celebrated every year in India from 1-7 October for the last 53 years.

Our free educational materials are to be used in a very specific way so that your audience is not just passively listening or are not simply given something to read. Education is more effective if they are having fun, participating in a game or other activity, or connecting emotionally with new ideas and facts. We have many types of educational materials, which are listed in column next.

This year we are introducing an "India Campaign" for a global initiative, which is the Amphibian Ark. We had promised to create an extensive programme for all South Asia under a scheme we named ARK EPSA ... Amphibian Ark Education Programme for South Asia. However, we didn't get the grant that we felt so confident of so we are scaling down for this first year and can have something. Thanks to Chester Zoo, WAZA & CBSG, all of whom have donated to the AArk India Campaign.

The world's zoos are gearing up for the Year of the Frog 2008, spearheaded by CBSG and WAZA. The entire AArk programme involves many activities, such as training (we are organising one from 10-16 December, 2007 at Periyar Tiger Reserve), research, and captive management. Some of the world's frogs are catching a virulent disease called Chytrid. When it strikes, there is no stopping it in the wild. However, if frogs are taken into captivity and kept in very strict bio-safe captive habitats, they can be cured, reared, bred and hopefully released back to the wild. It is the only hope for some species of frogs. Many species have been lost already.

The AArk Steering Committee created a Marketing Committee which has come up with very attractive and innovative designs to use during the AArk campaign. We jumped right in and are using all their ideas, as we are meant to do.

The AArk logo has changed to a very droll and simple design of a frog in nature. The AArk marketing committee is liberal with its instructions so we have been permitted to use the Indian flag colours for our programme. So imagine the logo above with an saffron head and a green bottom and a black appendage ... India's colours.



Over the next year we will develop many items using this logo and hopefully reach many people with your help.



Education Materials Available

Subject: Zoos

WZACS World Zoo and Aquarium Conservation Strategy (74 page book)

WZACS Building a Future for Wildlife: a 28 page colour booklet to help zoo visitors understand animals and protect them in South Asia.

WZACS Building a Future for Wildlife: posters and stickers.

Zoo Animal Welfare with help of WAZA - an education packet of items teaching about good ZOOS.

Conservation Conscious and Conservation Careless Zoos - a packet telling how to tell the difference

Subject: Tigers

Tiger Tool Kit packets - all about tigers

Tiger Hoolock Posters - striking poster

Subject: Primates

South Asian Primates Colouring book - 24 colouring pages of South Asian Primates

Monkey Manners - English version: This introduces kids to a systematic approach to the free-ranging monkey problem which has become such a big issue

Monkey Manners - Tamil version of above

Subject: Bats

ABC Bats -- a new educational packet about the conservation of bats

Subject: Bears

Bear Packet - Hindi Version: packet with the purpose of convincing kids to convince their parents and siblings and friends NOT to patronize dancing bear show.

Subject: Amphibians

Amphibian packets : The packet we are offering is a simple one for youngsters but containing information everyone interested in biodiversity conservation and amphibians needs to know.

Amphibian t-shirts : to use as prizes for competitions in programmes using the amphibian packets. Limit to number of t-shirts determined by ZOO as per programme description and demand.

If you are interested in using ZOO educational materials for the first time, send us an email to zooreach@zooreach.org and tell us your ideas for planning a programme for Wildlife Week. We will, on the basis of what you have said, see if we can invite you to participate. We will then send you an invitation and instructions for obtaining materials.

We hope everyone celebrates Wildlife Week in some way this year.