



5 FOR FROGS FACT SHEET

<p>5 for Frogs Campaign</p>	<p>5 for Frogs is a five-month campaign beginning in May. Concerned individuals are encouraged to tell at least 5 people about the amphibian crisis and commit to an activity that will raise money in any amount of “5”. The time frame for raising funds should be 5 days, 5 weeks or 5 months, in order to help Amphibian Ark raise \$500,000 to save 5 species of frogs. Fifty ideas for getting involved are listed on the Amphibian Ark Web site at www.amphibianark.org.</p>
<p>Campaign Objectives</p>	<p>This fun campaign from Amphibian Ark gives participants the freedom to raise funds in the amount and timeframe of their choosing. Amphibian Ark intends for the campaign to:</p> <ul style="list-style-type: none"> • Increase awareness and understanding of the amphibian extinction crisis and Amphibian Ark’s role • Motivate individuals and organizations to raise funds that will be distributed by Amphibian Ark to species saving efforts • Aim for raising \$500,000 over the five months from May through September 2008
<p>Campaign Activities</p>	<p>The 5 for Frogs campaign will include the following activities:</p> <ul style="list-style-type: none"> • FrogWatch -- On May 3 hundreds of U.S. students will monitor the environmental health status of amphibians in their communities through a cooperative effort organized by the National Association of Biology Teachers (NABT) and the National Wildlife Federation. • Species naming auctions -- A series of frog naming auctions beginning in May through charitybuzz.com. • Cinco de Mayo recognition of endangered Mexican species, the Large-crested toad • Additional events and activities will be announced throughout the summer

<p>Amphibian Ark</p>	<p>Amphibian Ark's three principal partners are:</p> <ul style="list-style-type: none"> • IUCN/SSC Conservation Breeding Specialist Group (CBSG) • IUCN/SSC Amphibian Specialist Group (ASG) • World Association of Zoos and Aquariums (WAZA) <p>Amphibian Ark supports the rescue of priority amphibian species and brings them into "protective custody" in dedicated biosecure facilities at zoos, aquariums, botanical gardens, research centers, and other institutions around the world. The species are kept there for safekeeping and breeding, helping to ensure the long term survival. These rescued amphibians will be released back into the wild when the original threats have been controlled.</p>
<p>Amphibian Crisis</p>	<ul style="list-style-type: none"> • One-third to one-half of the world's approximately 6,000 known amphibian species could go extinct in our lifetime – which would be the most significant mass extinction since the disappearance of the dinosaurs. • Amphibians are considered "canaries in the coal mine"; they are among the first species to be affected by environmental stressors. When they show declines in the wild, it is a warning to other species, including humans. • Amphibians are an integral part of the ecosystem and possess biological systems that hold the key to medical research.
<p>Causes</p>	<ul style="list-style-type: none"> • Habitat loss • Climate change • Pollution and pesticides • Over-collection for food and pets • Most immediate cause: a parasitic fungus called amphibian chytrid
<p>U.S. Tax Benefit of Donating to AArk</p>	<p>Donations to AArk will be made to the Global Conservation Network, an IRS 501(c)3 that is part of the Conservation Breeding Specialist Group (CBSG), and these gifts can therefore be deducted from annual U.S. federal income tax.</p>