

THE AMPHIBIAN EXTINCTION CRISIS CAN BE AVERTED...

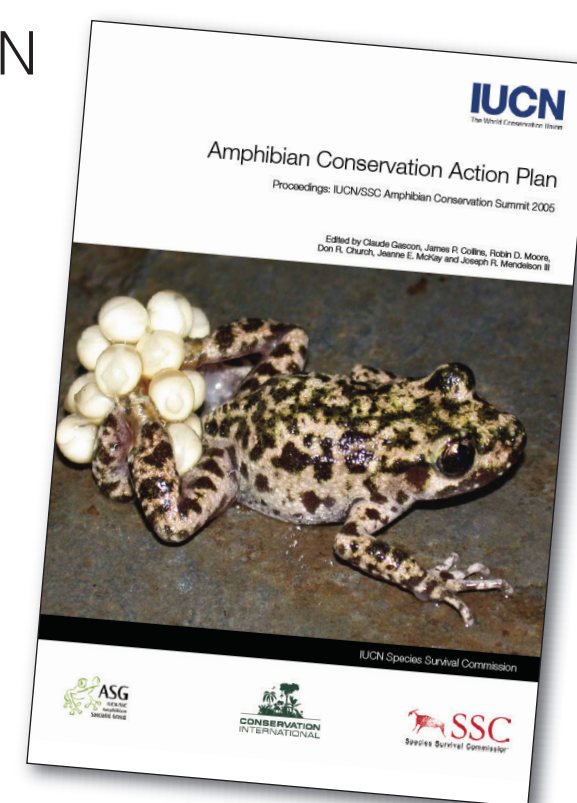
...if we leap into action!



What is the crisis?

We are losing amphibians ...

- » As was documented in the IUCN Global Amphibian Assessment, amphibians are going extinct faster than at any other time in their 360-million-year history
- » They are threatened by habitat loss, pollution, and climate change, but most urgently, by the spread of chytrid fungus



and we need them ...

- » Amphibians are "nature's indicators" – a decline serves as a warning to other species, including humans
- » As both predator and prey, they are a vital link in the food web and play a critical role in the ecosystem
- » Amphibians perform insect population control, vital to successful worldwide agricultural efforts and minimizing disease spread (e.g., malaria)
- » Amphibian skin produces substances that kill microbes and viruses – promising cures for a variety of illnesses, including HIV

What's being done?

The global conservation community has formulated a response in the IUCN's Amphibian Conservation Action Plan. An integral part of that response is the Amphibian Ark, which will rescue those species that cannot be saved in nature and place them in "protective custody" in dedicated biosecure facilities at zoos, aquariums, and other institutions around the world for safekeeping and breeding until the threats to the wild population can be controlled.

The plan is simple, but requires at least \$50 million to become reality. Amphibian Ark has designated 2008 as The Year of the Frog to raise awareness and funds. We are actively seeking partners, sponsors, and other support:

- » **GOVERNMENTS AND CONSERVATION NGOs** – Work with us to identify where help is needed, and then provide it; tell our story to your audiences, and we can tell yours to ours.
- » **COMPANIES** – Sponsor Amphibian Ark and use this campaign as your unique "green" platform to connect with consumers.
- » **FOUNDATIONS** – Support Amphibian Ark through meaningful grants.
- » **MEDIA PROGRAMMERS AND PRODUCERS** – Feature the amphibian crisis and the plan to help generate awareness of this imminent threat to our planet.
- » **PUBLIC** – Help spread the word and make individual donations via www.amphibianark.org.

Who's helping?

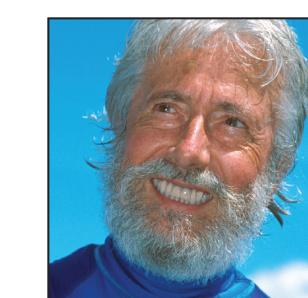
Amphibian Ark is implementing an awareness/call-to-action campaign with endorsements by:



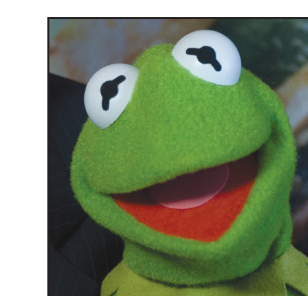
Sir David Attenborough
Amphibian Ark Patron,
Living legend, "Planet Earth" host
New BBC/PBS series and book
on amphibians



Jeff Corwin
Animal Planet host
co-host of CNN "Planet in Peril"
Taping Amphibian Ark PSAs



Jean-Michel Cousteau
Wildlife filmmaker
Taping Amphibian Ark PSAs



Kermit PSA
Taping Amphibian Ark PSAs



Clorox Bleach
Providing financial support, publicity,
and bleach

What is our call to action?

The first responsibility of the world is to protect amphibians in their habitats and stop the processes that are threatening wild populations. This will require a major effort by the world's governments, NGOs, and civil society. However, there is now an urgent, and we hope short-term threat, against which amphibians cannot currently be adequately safeguarded in the wild. Therefore, the ex situ conservation partners around the world have responded to the call within ACAP to address this urgent need in a coordinated and careful way. The AArk partners are committing their own resources, raising awareness and resources from the public, and seeking help from other partners to support the needed prioritization and planning, ex situ breeding programs, research into the biology of amphibians and chytrid fungus, and coordination with other components of the ACAP. Our goal is to make ex situ protection of amphibians unnecessary as soon as possible, so that our resources can all be focused on restoring and protecting the wild populations.



amphibian ark
2008 YEAR OF THE FROG