



Khaki is more than a colour. It's an attitude!

How to plan a Khaki it! celebration guide

Make a difference and Khaki it! at your Steve Irwin Day celebrations – follow this guide to help you plan a ripper day!

STEP ONE

Start planning your Khaki it! celebrations – register your day online at www.australiazoo.com.au, set a fundraising target and start planning what you'll do to celebrate.

A lot of people get their school or workplace involved in the Khaki it! celebrations to raise funds for wildlife conservation. Ask your school, workplace and/or family and friends to set a day where everyone wears khaki to work or school for a gold coin donation.

Or, you could get your school or family involved with planting trees around the schoolyard or local community; or your workplace may like to get together to clean up the local beach or park. Ask for sponsorship for every piece of rubbish you pick up or tree you plant!

Whatever you decide to do, remember that when you make a difference – you **KHAKI IT!**

STEP TWO

Advertise and promote your Khaki it! celebrations – check out the special Khaki Day poster and media release available to download online. Add your details to customise and send these to your local newspaper and post around your local community to encourage people to get involved.

Get fitted out for Steve Irwin Day to make sure you look the part! You can purchase T-shirts, caps and other Steve Irwin Day merchandise at www.australiazoo.com.au

STEP THREE

Celebrate on 15 November! Steve Irwin Day is here – have an awesome celebration!

Collect your donations and remember to take lots of photos to send to Australia Zoo Wildlife Warriors. We love seeing what everyone got up to!

Tally up your total funds raised. If you didn't use the online fundraising when you registered for Khaki it! celebrations send your funds raised to Australia Zoo Wildlife Warriors and start thinking about what you'll do to celebrate next year!



All proceeds go towards:



This Steve Irwin Day, 15 November, wear khaki and make a donation to Australia Zoo Wildlife Warriors to continue Steve's legacy.

visit www.australiazoo.com.au for more information and KHAKI IT!