



MEDIA RELEASE

Tuesday, 10 November 2009

Wildlife Warriors Around the World Fundraise for Steve Irwin Day 2009!

To celebrate Steve Irwin Day on 15 November, Wildlife Warriors around the world have started fundraising for Australia Zoo Wildlife Warriors conservation projects.

From Australia to New York, the UK, New Zealand, Canada and Brazil, people of all ages and nationalities and are getting involved to continue Steve's legacy.

Eleven and twelve year old sisters, Jesse and Eryn Brandecker, from New Jersey, USA share a passion for wildlife conservation that has seen them celebrate Steve Irwin Day every year since the inaugural celebrations in 2007.

"We wanted to be part of saving wildlife and their natural habitat and what better way to do it than on a day with the rest of the world!" says Jesse.

"Steve was our hero! He made animals all over the world come to life in our living room.

"This year we have our online web profile and we have a raffle once a week for people to win prizes to help raise money."

A little closer to home, local Sunshine Coast Wildlife Warrior, Leesa Neilen, will be wearing khaki on Steve Irwin Day and asking for donations to help wildlife conservation.

"I really believe in trying to save as much wildlife as we can, every little bit does help and more people need to get behind the great work that Wildlife Warriors do," Leesa said.

"The animals deserve everything we can do for them."

Five-year-old Holly from Adelaide has also been fundraising for Steve Irwin Day and has already raised over \$300.

Holly's mum, Cathy, says Holly is inspired by Steve Irwin's message and has been taking an interest in it all year.

"Holly has had a love of all animals for a long time and the environmental message that Australia Zoo is putting out is hitting home with Holly," says Cathy.

"She is so passionate about animals and I think they will always be a part of her life.

"I decided that because of Holly's interest in animals and Australia Zoo, that Steve Irwin Day was a good opportunity to do a fundraiser."

As major sponsor of Wildlife Warriors, Australia Zoo is offering the individual who raises the most funds the opportunity to enjoy one week of adventure on the Sunshine Coast, including unlimited entry to Australia Zoo and the chance to meet Terri, Bindi and Robert Irwin.

Likewise, the school group or corporate team that raises the most funds will receive a personal visit* to their home, school or office by Terri, Bindi and Robert Irwin.

Runners-up in both categories will receive autographed merchandise from the Irwin family.

Fundraisers need to be registered in order to be eligible to win the major prizes.

To register to fundraise for Steve Irwin Day or to donate, visit

www.wildlifewarriors.org.au

*Terms and conditions apply. Visit www.wildlifewarriors.org.au for more information.

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About Australia Zoo Wildlife Warriors:

Australia Zoo Wildlife Warriors was established by Steve and Terri Irwin in 2002 who wanted to create a conservation organisation unlike any other. They wanted to involve other caring people to help with wildlife conservation around the world.

Australia Zoo Wildlife Warriors conducts and works in partnership with a range of international wildlife conservation programs, helping to protect tigers, elephants, cheetah, whales, orangutans, Tasmanian devils and, our biggest project, the Australian Wildlife Hospital.

Australia Zoo is Wildlife Warriors' major sponsor and covers the administrative costs of the charity so that every dollar donated can be used entirely on life saving conservation projects. Our success relies on the support of the wider community.

Sign up as a Wildlife Warrior! Call us today on 1800 334 350 or visit www.wildlifewarriors.org.au