



MEDIA RELEASE

Friday, 2 October 2009

Australia Zoo Wildlife Warriors' Joey Ambassadors Set Loose for Steve Irwin Day!

Fundraising Event at Mooloolaba Gloria Jean's this Sunday!

Australia Zoo Wildlife Warriors has unleashed twelve Joey Ambassadors onto the world. Their mission: to spread awareness and raise funds for wildlife conservation in the lead up to Steve Irwin Day, 15 November 2009.

The Australia Zoo Wildlife Warriors Joey Ambassador program aims to get young people involved in wildlife conservation, and these hand-picked youngsters are embarking on a set of challenges to do just that.

"Our Joey Ambassadors come from Australia, New Zealand, the USA and Hong Kong, and are a very special group of young people who have shown a real commitment to the cause," says Murray Munro, Appeals Manager for Australia Zoo Wildlife Warriors.

"They epitomise the things that Steve Irwin was famous for and are the next generation to take us forward in conservation."

Each Joey Ambassador will be given a set challenge each week in the lead up to Steve Irwin Day, celebrated annually on 15 November.

During the program, each Joey Ambassador will reach out to local and international schools, engage with local businesses and sign up others to join the cause as Wildlife Warriors, among other wildlife conservation related challenges.

In addition, the group as a whole aim to raise \$50,000 for Australia Zoo Wildlife Warriors and wildlife conservation.

"For their first challenge, we have asked each of our Joey Ambassadors to approach five local businesses to display a donation box in support of their fundraising," says Murray.

"A few of our Joey Ambassadors have already come back to us asking for more donation boxes because they have received such a great response from local businesses.

"It's heart warming to think so many people out there are so passionate about helping to save wildlife."

For their next challenge, each Joey Ambassador will be asked to collect 15 English reading books to send to a school in Tanzania to help students learn to read and write.

As part of this challenge, each Joey Ambassador will also be required to engage with one international and one local school to host a Khaki Day at their school to celebrate Steve Irwin Day.

Each Joey Ambassador has also been assigned an animal mascot, which they are encouraged to take on the attributes of that animal to help them embark on their challenges.

"Our Joey Ambassadors have been encouraged to look at their animal mascots for inspiration to help them with the challenges. We thought this is a nice touch for the children and it also helps them realise the importance of saving all wildlife," added Murray.

Meet our Joey Ambassadors and their animal mascots:

Imogen Alexander (wombat) - Hong Kong;
Autumn Minarchin (dingo) - Arizona, USA;
Ben and Renee Haywood (emu and red-bellied black snake) - New Zealand;
Eve and Ted Johnson (woma python and brown snake) - Princetown, Victoria;
Sarah Jaeger (Tasmanian devil) - Launceston, Tasmania;
Stephanie Kirk (Crocodile) - Armidale, New South Wales;
Chloe Tsangaris (loggerhead turtle) - Macgregor, Queensland;
Suzie Magann (kangaroo) - Hoppers Crossing, Victoria;
Isabel Dow (koala) - Gailles, Queensland.
Jacob Denko (platypus) - Pennsylvania, USA.

What is a Joey Ambassador doing in your local area?

SUNSHINE COAST, QLD: Chloe Tsangaris, six-year-old Joey Ambassador for Australia Zoo Wildlife Warriors, will be hosting a special fundraising event at Gloria Jean's café in Mooloolaba on Sunday 4 October.

Gloria Jean's café Mooloolaba will donate 50 cents from every drink sold on Sunday to Chloe Tsangaris as part of her fundraising for the Australia Zoo Wildlife Warriors Joey Ambassadors program.

"I am really excited about being a Joey Ambassador," says Chloe.

"I will be able to keep letting my friends and family know about how we can all help injured and endangered wildlife!

"And how all the little things that we can do to help wildlife conservation, will end up really being a big thing when we all help together."

Chloe is also organising (with the help of her family), a Charity Concert in aid of Australia Zoo Wildlife Warriors at the Queensland Lions Soccer Club, Richlands, on Saturday 24 October.

Entertainment will include *The King Elvis Tribute* and *The Women of Rock Tribute* with Taylor Gibson. Tickets are \$20 each and can be booked by calling Kylie Tsangaris on 0416 140 665.

To donate to Chloe Tsangaris or our other Joey Ambassadors, visit www.wildlifewarriors.org.au

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All media enquiries:

Melinda Cook
Communications Coordinator
Australia Zoo Wildlife Warriors
0400 404 809
melindac@wildlifewarriors.org.au

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