

More Than Just a Week

Although attention is focused around the launch week October 4-10, activities are far from limited to just those seven days. Many people get involved long before and continue with their efforts well after the official week. For example, the education pack and film can be used by teachers whenever it suits them in the school year. Likewise you and your friends could join in our *Pick Up Plastic! Protect Marine Wildlife* campaign by organizing a beach, river, lake or park clean up at any time. Our fantastic web game *My Animal Island* and other web activities are available at www.ifaw.org all year round. In fact, you can join in and help save animals as part of the campaign whenever it suits you.

IFAW Animal Action Week is organized by IFAW (International Fund for Animal Welfare - www.ifaw.org). It is now in its 16th year, operates in 16 countries around the world and reaches many more thanks to the internet.

There are activities for everyone, but the focus is mainly on young people with more than 6 million participating each year.

The goals are education, awareness and campaigning. Becoming involved in this initiative is your chance to play a part in saving animals around the globe by taking action.



About IFAW

IFAW is an international campaigning organization founded in Canada more than 35 years ago. Its mission is to improve the welfare of wild and domestic animals by reducing their commercial exploitation, protecting wildlife habitats and assisting animals in distress. Recognizing that the fates of people and animals are inextricably linked, IFAW seeks to promote animal welfare and conservation policies that advance the well being of both animals and people. It has bases in 16 countries and 2 million supporters world wide.



89 - 90 Albert Embankment, London SE1 7UD.
Tel: 0207 587 6700 Fax: 0207 587 6720

Celebrities

Supporting IFAW Animal Action Week



Michaela Strachan
Wildlife TV Presenter

“The marine world is an incredible place. Full of diversity, colour and a huge variety of amazing species. However we have had a massive impact on the ocean and now it urgently needs us to protect it.”



Lisa B
Actress

“Plastic accounts for nine out of ten pieces of debris in the ocean – let’s all take action to save marine wildlife and cut down on our use of plastic bags to combat this crisis for animals and the environment.”

Lisa



Lesley Joseph
Actress

“Extinct is forever. Protecting endangered species such as whales, sharks and turtles is of the utmost importance. Let us all pull together to continue to support this vital work.”

Lesley Joseph



Shauna Lowry
Animal Planet

“Our seas are the home of some of our greatest animals, such as whales, seals, sharks and turtles. We must care for the beautiful world beneath the waves for future generations to enjoy.”

Shauna Lowry



Pam St Clement
Actress

“In this age of global warming we should all take responsibility to help protect the oceans and the animals that live there.”

Pam



Steve Leonard
TV Vet

“It is so vital we protect animals and their habitat. Your support of this campaign can make a real difference.”

Steve Leonard



Chris Tarrant
Radio/TV Presenter

“Animal Action Week is a great way to show we care for animals and you can learn and have some fun at the same time.”

Chris Tarrant



Beneath the Waves

Protecting Marine Wildlife



Supported by:
Leonardo DiCaprio
Actor and Environmentalist

Seven days that can change the world.....and a year of action for animals



This year IFAW's Animal Action theme is *Beneath the Waves – Protecting Marine Wildlife*. We are looking at the issues that affect our oceans such as hunting, pollution and climate change. Many species are at risk including whales, seals, sharks, polar bears and turtles. This is your chance to help them and Take Action!



“The world's oceans and marine wildlife are one of our Earth's most valuable treasures, yet today they face more threats than ever before. It's our responsibility to protect this vital ecosystem and the animals that live there if we want to leave a better world for future generations.”

Leonardo DiCaprio,
Actor and Environmentalist

Protecting Marine Wildlife

“There can be little more spectacular in the wildlife world than what lies beneath the waves.

That watery world boasts everything from microscopic life forms to the largest animals in the world.

Protecting marine wildlife is the theme of our initiative this year and indeed IFAW has campaigned on these issues since it first started some 39 years ago.

Sadly our oceans and the animals they contain are under more threat than ever before.

These threats come in a variety of forms: hunting, over-fishing, pollution, global warming and more.

The future rests in our hands. Do we hunt animals to extinction? Do we change our lifestyles to help prevent climate change? Do we stop polluting our oceans? Put simply, what we do matters a great deal.

The miracle of marine wildlife and our life-giving oceans is there for us all to enjoy – or destroy. That is the challenge we face today.”

Fred O'Regan, President of IFAW

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Take Action for Animals!

Action 1

Education - Learn the Facts

Get your school or youth group to join in. We have a superb 15-minute film (DVD or video) all about protecting wildlife in the oceans. This informative introduction is a great starting point for understanding more about the issues that threaten animals in the sea. The education pack is ideal for young people of all ages, but has been particularly designed to be appropriate for school classes for 10-15 year olds. The special 16-page classroom guide is in colour with pages that can be photocopied for students. All the material is also downloadable from the web.

Any teacher or youth group leader can obtain the classroom guide in the following ways:

Write to: Free Film and Education Pack, IFAW Animal Action Week Office, 87-90 Albert Embankment, London SE1 7UD.
Fax to: 0207 587 6720
Email: animalactionweek@ifaw.org
Telephone: 0207 587 6700

Action 2

Animal Action Awards

IFAW's awards now run in countries all around the world. The IFAW Animal Action Awards are run in the UK in partnership with *The People* newspaper and are presented at the House of Lords each year. If you know someone who has done something outstanding for animals then you can nominate them for an award. Perhaps they have devoted their lives to saving animals at a sanctuary, campaign tirelessly for animal welfare or have carried out a brave rescue of an animal. We want to recognize these exceptional people, so tell us why you think they should receive an award by writing to:

IFAW Animal Action Awards,
87-90 Albert Embankment, London SE1 7UD.

Please include details about your nominee's work and daytime contact numbers for both of you.



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Action 3

Personal Action

Home Help – help combat the threats to marine wildlife in your own home. Refuse, Reduce, Recycle and Reuse – Don't be part of the plastic plague that threatens oceans and the animals beneath the waves. Also take energy conservation action at home to help in the fight against global warming. Send us up to 150 words saying what you are doing to help at home and we will send you a free campaign cotton shopping bag.

Plastic Bag Pledge – Involve family, friends and others in our Plastic Bag Pledge and earn yourself a free campaign cotton shopping bag by sending us your completed pledge form.

Action 4

Community Action

Pick Up Plastic! Protect Marine Wildlife

Join our big campaign to clean up plastic and other rubbish that threatens the future of the oceans and marine wildlife.

Plastic accounts for nearly 90% of the waste in the oceans of the world. Get your school, group, family or friends to join our global *Pick Up Plastic! Protect Marine Wildlife* campaign by organizing a plastic rubbish collection of a beach, river, lake, park or other area. Remember much of the plastic rubbish on the streets reaches the sea. Send us your completed data collection form from the back of the *Pick Up Plastic Guide* and a photo of your clean-up operation and we will send a free campaign cotton shopping bag for everyone who took part.

See the Special *Pick Up Plastic! Protect Marine Wildlife Guide* in this pack for step by step advice on organising your clean up operation.

Action 5

Spread the Word

Letter Campaign – write to your local newspapers or politicians about the issue.

Web Action – send eCard, email alert or similar.

My Animal Island Web Game – have a go at our fun *My Animal Island* web game, which has now been developed to include animals that need you to rescue them in the oceans.

You will find this when you visit the Animal Action Week site at www.ifaw.org. This fun game is a real test of your skills and helps you to learn more about animals at the same time.



FREE!

Campaign Cotton Shopping Bag

We're giving away this special edition, environmentally-friendly, cotton shopping bag to anyone who takes part in our *Pick Up Plastic! Protect Marine Wildlife* or *Personal Action* (see Action Points 3 and 4)

Action 6

Design a Poster

Marine Wildlife Painting Competition – Help us create a poster about the need to protect our oceans and marine wildlife.

We want you to paint a colourful picture of marine wildlife and write a slogan to go with it. The best entries will receive a limited edition animal print by famous artist Pollyanna Pickering. A selection of the winning entries will be used to create our Animal Action Week wall calendar.

An entry form is included in this pack.

Action 7

Fundraising

One of the best ways you can help IFAW help marine wildlife and other animals is to raise funds for our work. Perhaps you can do a sponsored event, such as a run, walk, swim or other fundraising activity and get support from your friends and family. A sponsorship form is included in the pack to help you. Of course, you may have other great fundraising ideas of your own, which is terrific.

Join IFAW

Show that you care about animals and the environment in which they live. You can become a supporter by writing to:

International Fund for Animal Welfare (IFAW),
87-90 Albert Embankment, London SE1 7UD,
or go to our web site at www.ifaw.org.



Animal Action Week is supported by:



IFAW and Nat Geo Wild TV are partnering to promote Animal Action Week internationally in 2008. Both organizations are focused on generating interest in animal welfare and bringing powerful stories to the public's attention.

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