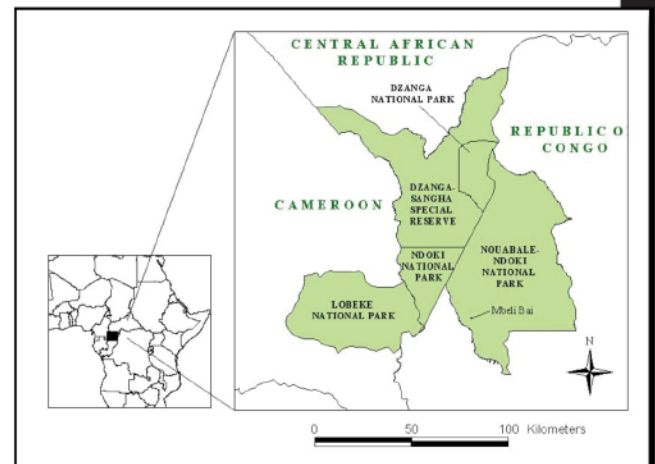


ANSWER THE CALL OF THE WILD!

Project Saving Species Mobilizes the Country to Recycle Cell Phones

- Project Saving Species is partnering with schools, scout groups, and businesses to help raise awareness and provide tools for conservation action in every community across the country by starting a cell phone recycling campaign. You can join the challenge too!
- Funds raised will support the Project Saving Species conservation fund, which supports gorilla field conservation projects such as the Mbeli Bai field study. Go to cincinnatizoo.org/savingspecies for more information.
- There are more than 270 million cellular users in the United States alone and 4.1 billion world-wide. On average a person in the U.S. buys a new cell phone every 18 months. Less than 1% of the millions of cell phones retired and discarded annually are recycled.
- Cell phones contain lead, mercury, cadmium, and arsenic. All are considered hazardous waste if sent to landfills where they can leach into the soil and groundwater.
- Cell phones also contain an ore called Coltan, which is mined in endangered gorilla habitat in Africa. Loss of habitat and hunting are serious threats to the gorillas future. Reducing the demand for Coltan will help save these animals and their habitat.
- Saving Species partners with Eco-Cell, a Louisville-based company, to recycle old cell phones. Eco-Cell has a strict no landfill policy and recycles only with R2\Ban and ISO 14000 certified facilities.
- For more information on how to take conservation action, go to cincinnatizoo.org/savingspecies and learn about gorillas and cell phone recycling.



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How Your School or Scout Group Can Answer The Call!

1 Set a Goal!

Challenge your class to set a goal for the number of cell phones they think they can recycle.

2 Start a Campaign!

Be creative! Get the word out, design posters, make YouTube videos, write songs, and most importantly, have fun!

3 Save a Gorilla!

Through this service learning project you will learn that your effort can and does make a difference.

* What Project Saving Species provides:

- Free postage labels
- Recognition and Rewards – any school collecting over 300 phones will receive an original, hand-painted "masterpiece" painting by Jomo, the Cincinnati Zoo's silverback gorilla!

* For more information contact Sam Kornau - Project Manager: sam.kornau@cincinnati-zoo.org or call 513-487-3359.



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