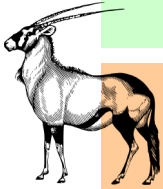


The Great Conservation Challenge

Imagine that a conservation organisation has offered a grant of £1 million to save an endangered animal from extinction.

BUT there is only ONE grant available.

Your task is to choose one species that you think should be saved and put together a campaign to bid for the funding.



Your campaign can use any media.

For example you may decide to create an eye-catching poster, to make a video or even to perform a song or a piece of drama!



This animal is relying on YOU to secure the funding needed to save it so you will need to put forward a compelling argument, backed up with powerful evidence.

You will need to consider the following:

- What are the **problems** this species is facing?
- *Why* is it important to save it?
- What are the consequences of NOT saving it?
- What will you need to do to save this species?
- How will the funding help - what will it be *spent* on?
- How long might it take to save this species?
- How will you know if your work to save this species is succeeding?



You will find lots of information to help you on the signs around the zoo. Don't be afraid to ask the zoo staff for help, too.

