



AMERICAN BIRD  
CONSERVANCY

ALLIANCE FOR  
**Zero Extinction**

**"ZERO EXTINCTION" SEVEN WONDERS CAMPAIGN ANNOUNCED**

***Public Asked to Vote for the 7 Endangered Wonders of the World***

<http://www.abcbirds.org/newsandreports/releases/120910.html>

11<sup>th</sup> September 2012

*Start*

A new initiative was recently announced by the Alliance for Zero Extinction (AZE) at the World Conservation Congress in Jeju, South Korea. AZE's 7 Wonders ([www.AZE7Wonders.org](http://www.AZE7Wonders.org)) campaign asks voters to help select seven sites from around the globe to highlight the plight of species on the brink. The winning sites will be featured in a campaign to help conserve endangered species.

AZE has posted a list of 20 candidate sites from which voters can select their choice of seven. The 20 shortlisted sites were chosen from among 587 sites around the world identified by scientists working with AZE; sites that are the last refuges for one or more endangered species. The 20 sites represent a variety of taxonomic groups, including birds, mammals, amphibians, and reptiles, as well as diverse geographies. Voting will be open through November and can be carried out at the campaign website: [www.AZE7Wonders.org](http://www.AZE7Wonders.org).

"The world rallies to preserve the heritage of priceless historical places like the Great Pyramid of Giza or the Colosseum, and we should also protect the places on Earth that harbour the most endangered species," said Mike Parr, AZE Chair and Vice President of American Bird Conservancy. "By highlighting seven places out of the 587 sites that are most important to the preservation of the Earth's biodiversity, in the tradition of the 'Seven Wonders of the World,' we can help draw attention to the importance of saving these sites."

"The idea is to stimulate interest in – and hence action to save – threatened species that only occur in one place. Local pride will go a long way towards protecting these species," said Tom Brooks, AZE Steering Committee member and Vice President for Science and Chief Scientist at NatureServe.

The Endangered Wildlife Trust (EWT) has been a member of the Alliance for Zero Extinction for two years, and uses the AZE list of threatened sites and species to prioritize its work. Said Yolán Friedmann, CEO of the EWT: "As one of South Africa's leading biodiversity conservation organisations, the EWT is striving to facilitate the protection and sustainable use of key ecosystems. The EWT has a cohesive and integrated approach to the conservation of species, habitats and ecosystem processes and we therefore focus much of our work on protecting both threatened species and habitats. Successful conservation thus means protecting the habitats that support

**Physical Address:** Building K2, Ardeer Road, Pinelands Office Park,  
Modderfontein 1609, Gauteng, South Africa

**Postal Address:** Private Bag X 11, Modderfontein 1645, Gauteng, South Africa

**Tel:** +27 (0) 11 372 3600 **Fax:** +27 (0) 11 608 4682 **E-mail:** [ewt@ewt.org.za](mailto:ewt@ewt.org.za) **Web:** [www.ewt.org.za](http://www.ewt.org.za)

The Endangered Wildlife Trust is a non-profit, public benefit organisation dedicated to conserving species and ecosystems in southern Africa to the benefit of all people.

**NPO Number:** 015-502, **PBO number:** 930 001 777, **Member of IUCN** - The International Union for Conservation of Nature  
The Endangered Wildlife Trust is US 501(c)(3) compliant under **US IRS Registration number:** EMP98-0586801.



AMERICAN BIRD  
CONSERVANCY

ALLIANCE FOR  
**Zero Extinction**

species – and human beings – and in this way entire ecosystems, communities and socio-economic structures reap the benefits. Therefore we are in full support of this campaign and urge all people to participate in making it a success.”

The campaign was launched at the World Conservation Congress, which is being hosted by the International Union for the Conservation of Nature (IUCN), and where some 8,000 people have gathered to address global conservation issues. The [IUCN Red List](#) of Threatened Species was used by AZE to help identify the 920 Endangered and Critically Endangered species restricted to 587 single sites worldwide.

“These species have lived on Earth longer than any man-made structure, and we cannot allow them to disappear in the shadows, unnoticed,” said Parr. “We hope citizens feel a sense of pride and vote for the charismatic species found only at the unique places in their country.”

The following 20 sites (in random order) and their endangered species were selected for voting in the AZE’s 7 Wonders campaign:

1. Gough Island, UK – Tristan Albatross
2. Isla Robinson Crusoe, Chile – Juan Fernandez Firecrown
3. Abra Patricia, Peru – Long-whiskered Owllet
4. Raso da Catarina, Brazil – Lear's Macaw
5. Hellshire Hills, Jamaica – Jamaican Ground Iguana
6. Anhui Chinese Alligator Nature Reserve, China – Chinese Alligator
7. Roti Island, Indonesia – Roti Island Snake-necked Turtle
8. Baly Bay National Park, Madagascar – Angonoka Tortoise
9. Yadua Taba Island, Fiji – Fiji Crested Iguana
10. Río Saija, Colombia – Golden Poison Frog
11. Bale Mountains, Ethiopia – Malcom's Ethiopia Toad
12. Morningside and Handapan Ella Plains, Sri Lanka – Shrub Frog
13. Manas National Park, India – Pygmy Hog
14. Menabe – Andranomena, Madagascar – Madame Berthe's Mouse Lemur
15. Helan Shan Nature Reserve, China – Helan Shan Pika
16. Rodrigues Mainland, Mauritius – Rodrigues Flying Fox
17. Massif de la Hotte, Haiti – La Hotte Glanded Frog
18. Lower Tana River, Kenya – Tana River Mangabey (monkey)
19. Chatham Islands, New Zealand – Shore Plover
20. Poyang Hu, China – Siberian Crane

**Physical Address:** Building K2, Ardeer Road, Pinelands Office Park,  
Modderfontein 1609, Gauteng, South Africa

**Postal Address:** Private Bag X 11, Modderfontein 1645, Gauteng, South Africa

**Tel:** +27 (0) 11 372 3600 **Fax:** +27 (0) 11 608 4682 **E-mail:** [ewt@ewt.org.za](mailto:ewt@ewt.org.za) **Web:** [www.ewt.org.za](http://www.ewt.org.za)

The Endangered Wildlife Trust is a non-profit, public benefit organisation dedicated to conserving species and ecosystems in southern Africa to the benefit of all people.

**NPO Number:** 015-502, **PBO number:** 930 001 777, **Member of IUCN** - The International Union for Conservation of Nature  
The Endangered Wildlife Trust is US 501(c)(3) compliant under **US IRS Registration number:** EMP98-0586801.



The campaign is sponsored by AZE member, American Bird Conservancy. AZE ([www.zeroextinction.org](http://www.zeroextinction.org)) is a joint initiative that aims to prevent species extinctions by identifying and safeguarding key sites, each of which is the last remaining refuge for one or more Endangered or Critically Endangered species. AZE's goal is to create a frontline of defense against extinction by protecting as many of these sites as possible. [Data](#) are available on all AZE sites and an accompanying [map](#) graphically illustrates the location of each of the sites around the world.

*End.*

#### **About the American Bird Conservancy (ABC)**

ABC is a 501(c)(3) not-for-profit membership organization whose mission is to conserve native birds and their habitats throughout the Americas. ABC acts by safeguarding the rarest species, conserving and restoring habitats, and reducing threats, while building capacity in the bird conservation movement.

#### **About the Endangered Wildlife Trust (EWT)**

The EWT is dedicated to conserving threatened species and ecosystems in southern Africa to the benefit of all people. Our Vision is a healthy planet and an equitable world that values and sustains diversity of all life. The EWT was established in 1973 and is registered as a Non-Profit Organisation. The EWT fills the key niche of on the ground conservation action. We identify the key factors threatening biodiversity and develop innovative methodologies and best practice guidelines to reduce these and promote harmonious co-existence and sustainable living for both people and wildlife. We achieve our goals through specialist programmes, and our skilled field staff are deployed regionally and throughout southern Africa. The EWT is a proud member of the International Union for Conservation of Nature and the United Nations Global Compact. Visit [www.ewt.org.za](http://www.ewt.org.za) for further information.

**Contact:** Robert Johns,  
202-234-7181 ext.210  
[Email click here](#)

and

Nomonde Mxhalisa  
Communications Manager  
Endangered Wildlife Trust  
Tel: +27 11 372 3600

**Physical Address:** Building K2, Ardeer Road, Pinelands Office Park,  
Modderfontein 1609, Gauteng, South Africa

**Postal Address:** Private Bag X 11, Modderfontein 1645, Gauteng, South Africa  
**Tel:** +27 (0) 11 372 3600 **Fax:** +27 (0) 11 608 4682 **E-mail:** [ewt@ewt.org.za](mailto:ewt@ewt.org.za) **Web:** [www.ewt.org.za](http://www.ewt.org.za)

The Endangered Wildlife Trust is a non-profit, public benefit organisation dedicated to conserving species and ecosystems in southern Africa to the benefit of all people.

**NPO Number:** 015-502, **PBO number:** 930 001 777, **Member of IUCN** - The International Union for Conservation of Nature  
The Endangered Wildlife Trust is US 501(c)(3) compliant under **US IRS Registration number:** EMP98-0586801.



[nomondem@ewt.org.za](mailto:nomondem@ewt.org.za)

**Physical Address:** Building K2, Ardeer Road, Pinelands Office Park,  
Modderfontein 1609, Gauteng, South Africa

**Postal Address:** Private Bag X 11, Modderfontein 1645, Gauteng, South Africa

**Tel:** +27 (0) 11 372 3600 **Fax:** +27 (0) 11 608 4682 **E-mail:** [ewt@ewt.org.za](mailto:ewt@ewt.org.za) **Web:** [www.ewt.org.za](http://www.ewt.org.za)

The Endangered Wildlife Trust is a non-profit, public benefit organisation dedicated to conserving species and ecosystems in southern Africa to the benefit of all people.

**NPO Number:** 015-502, **PBO number:** 930 001 777, **Member of IUCN** - The International Union for Conservation of Nature  
The Endangered Wildlife Trust is US 501(c)(3) compliant under **US IRS Registration number:** EMP98-0586801.