



Amphibians Could Be the Next Dinosaurs

Frogs and other amphibians are dying. After thriving for over 360 million years, 1/3 to 1/2 of the world's 6,000 known amphibian species could go extinct in our lifetime – which would be the single largest mass extinction since the disappearance of the dinosaurs.



The urgent danger is chytrid fungus, but other causes include habitat loss, pollution, pesticides, and climate change. Amphibians have long been referred to as the “canaries in the coal mine” – they are among the first species to be affected by environmental stressors, so when they show declines in the wild, it serves as a warning to other species, including humans.

“We do not inherit the Earth from our ancestors. We borrow it from our children.” – NATIVE AMERICAN PROVERB



Amphibian Ark is coordinated by the World Association of Zoos and Aquariums (WAZA), the IUCN/SSC Conservation Breeding Specialist Group (CBSG) and the IUCN/SSC Amphibian Specialist Group (ASG). Donations to Amphibian Ark can be made to the Global Conservation Network, an IRS 501(c)3 that is part of the CBSG.



Frogs Matter.
Jump In.





It Matters.

All life on earth exists with interdependent relationships between living things and their environments. Amphibians are a critical part of a healthy, natural world. In addition to their intrinsic value as a beautiful part of nature, they offer many benefits to humans:

- *They play an important role in the food web as both predator and prey, maintaining the delicate balance of nature.*
- *They eat pest insects, benefiting successful agriculture around the world and minimizing the spread of diseases, including malaria.*
- *The skin of amphibians contains substances that offer possible medical cures for a variety of human diseases, including AIDS.*



There's a Plan. But It Needs Your Help.



Scientists and conservationists around the world have agreed to an Amphibian Conservation Action Plan because stopping further global losses of amphibian species requires an unprecedented conservation response. For those species that cannot be saved in nature, Amphibian Ark will rescue them before they are gone and place them in “protective custody” in dedicated biosecure facilities at zoos, aquariums, and other institutions around the world for safekeeping and breeding until the threats to the wild population can be controlled – buying valuable time for species that would otherwise go extinct. The plan is simple, but requires at least \$50 million to become reality. Amphibian Ark has, therefore, designated 2008 as The Year of the Frog to raise awareness and funds. How can you get involved?

- **COMPANIES** – Sponsor Amphibian Ark and use this campaign as your unique “green” platform to connect with consumers. Sponsorships can include customized cause marketing programs to increase sales while helping save amphibians.
- **FOUNDATIONS** – Support Amphibian Ark through meaningful grants.
- **MEDIA PROGRAMMERS AND PRODUCERS** – Feature the amphibian crisis and the Amphibian Ark plan to help generate awareness of this imminent threat to our planet.
- **PUBLIC** – Help spread the word and make individual donations via www.amphibianark.org.

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This mass extinction can be averted. Success on the “amphibian front” will teach the world how to save other species in the years ahead. We must act, and we must act now.



“The global zoo and aquarium community has taken on this challenge with enthusiasm and is providing appropriate facilities and breeding grounds within their institutions. But implementation calls for financial and political support from all parts of the world...Without an immediate and sustained conservation effort to support captive management, hundreds of species of these wonderful creatures could become extinct in our own lifetime.” – SIR DAVID ATTENBOROUGH, PATRON OF THE 2008 YEAR OF THE FROG CAMPAIGN

