



FOR IMMEDIATE RELEASE

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Kids to Help Decide how to Give \$1 Million Dollars

Environmental Organization Rare (RareConservation.org) is one of five worthy charitable organizations to benefit from 10-day virtual Club Penguin “Coins for Change” drive to support kids giving to great causes.

Between December 11 and 21, visitors to **Club Penguin (clubpenguin.com)**, one of the largest and fastest-growing online virtual worlds for kids, can help decide how much of a CDN \$1,000,000 donation made by the organization will go to engage kids in local conservation efforts around the world. **Rare (RareConservation.org)**, a rapidly-growing Arlington, Virginia-based non-profit, is one of five charitable organizations selected to benefit from Club Penguin’s annual **Coins for Change** drive.

Coins for Change allows the children who play Club Penguin to donate the virtual coins they earn playing games on the site to causes that matter to them. The amount donated to Rare will be determined in part by the number of votes cast towards protecting the environment during the ten day online event. In 2008, more than 2.5 million participants cast 3 billion votes in Coins for Change. Voting in Coins for Change is free and requires only that visitors create a penguin avatar at clubpenguin.com.

Kids and Conservation

Rare trains local conservation leaders from more than 50 countries to run two-year outreach campaigns that give communities the tools and motivation needed to save the world’s most endangered species and habitats.

While a Pride campaign in a coastal village in Mexico may teach fishermen more environmentally-friendly techniques to help ensure sustainable livelihoods, it focuses equally on the community’s future leaders -- the kids -- educating them on the value of their natural surroundings. Pride campaign mascots, based on a local charismatic animal species, visit schools to make learning fun and provide a lasting impression of the species and habitats that make their communities unique in the eyes of the world. Millions of kids in over fifty countries have benefited from Pride campaigns, which include environmentally-focused classroom activities and new curriculum materials, mascot visits, songs, coloring books, games, festivals, demonstration gardens, field trips, and more.

Rare CEO Brett Jenks commented, "In addition to making me extremely popular with my young daughter who loves Club Penguin, this donation will provide critical support to local community leaders and families in some of the world's poorest areas of the rural developing tropics. These areas are rich in biodiversity -- housing more than half of all forests, reefs, waterways, fish stocks, medicinal plants, and fascinating ecosystems and species that define our planet Earth. The developing tropics even play a role in climate change. Deforestation contributes to about 20% of global carbon emissions, so we can't solve the climate crisis without empowering youth in forest-rich areas to become environmentally-conscious leaders with the skills and desire to ignite and sustain change. We are delighted to be able to do so with the help of Club Penguin and its players."

More about Rare

Rare is the leader in social and behavioral change for conservation -- with a successful track record in more than 50 countries to date. The non-profit, based in Arlington, Virginia trains and supports leaders from the world's top environmental organizations, local grassroots groups, and governments.

Rare has trained 158 local leaders in the developing world, whose campaigns have influenced more than 6.8 million people living in over 2,400 remote communities. Many of the world's largest conservation groups, as well as nations in the developing world, have requested Rare's services to help build stronger local community support for their work. They include The Nature Conservancy, World Wildlife Fund, Birdlife International, National Audubon Society, the United Nations Environment Programme, the national governments of China, Mexico, Peru, Indonesia, and many others. Learn more at www.rareconservation.org.

More about Club Penguin Club Penguin, a product of Disney Online, is a snow-covered, virtual world where children play games and interact with friends in the guise of colorful penguin avatars. Players create a penguin and explore the snow-covered island of Club Penguin, engaging in a variety of fun and imaginative activities. Learn more about Club Penguin at www.clubpenguin.com.

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