



How to Waddle – guidelines for organisers of Waddles

These are simple guidelines and ideas to help you

International African Penguin Awareness Day is on Saturday 14 October 2023

Before the event

- Decide on a route and a distance
- Your chosen route should be one which allows for the safety of the Waddlers at all times and should not be too long (5km is a good distance – unless your Waddlers are children, in which case a shorter distance may be appropriate)
- Use your email lists, members' lists, donors' lists, staff lists and all contacts (friends and family too) **soon** to invite people to save the date and join in
- Register your event with #NotOnOurWatch by emailing your chosen time and the exact location of your starting point to info@africanpenguins.org
- If you plan to Waddle outside of your property, make sure that you notify your local municipality – you might need to register your event and get a permit
- Be aware of all local regulations pertaining to public events – health and safety must be a priority in your planning
- Notify local traffic authorities if you're using public roads
- You might want to ask your local running or walking club to assist with route planning, marshals and encourage participation from their members
- Use Facebook to set up an event page and advertise your Waddle on social media (use hashtags #NOOW, #AfricanPenguins) and in the local press
- Invite a celebrity or an influencer to join the Waddle – they can help to promote the Waddle in advance and draw a crowd on the day
- Ensure that people who want to attend know to wear black and white and to be as creative as they like
- Ask staff to volunteer to be marshals – give them reflective vests or bibs.
- Provide drinking water along the route, at the end and by the first aid station
- Encourage Waddlers to make their own placards: - suggested headlines:
 - SAVE THE AFRICAN PENGUIN
 - I ♥ AFRICAN PENGUINS
 - HOOT TO SAVE AFRICAN PENGUINS
 - STOP THE EXTNCTION OF AFRICAN PENGUINS
 - #NOTONOURWATCH
 - OUR PENGUINS ARE PRICELESS
 - PROTECT AFRICAN PENGUINS
 - Or use the #NotOnOurWatch logo, seen at the top of this page

Invitation to your audience:

- Date: Saturday 14 October 2023
- Time: Choose an early starting time if you're in the Southern Hemisphere where it will be summer
- Meet: Select a meeting place which is accessible, safe and where parking is available
- Dress: In black and white with good walking or running shoes and clothing and protection appropriate for the weather
- Remember to bring: your reusable water bottle, your placards and your passion for African penguins

Here is an example of a previous Waddle invitation.



<https://www.aquarium.co.za/news/come-waddle-with-us-noow-african-penguin-campaign>

On the day

- Have a first-aider present or inform local paramedic agencies of the event so that they can be on standby in the event of an emergency
- Create a vibe before, during and after the event – music, DJs, refreshment stands etc.
- Have a loudhailer or PA system to address your crowd
- Run a competition for the best or most creatively dressed entrant
- Make sure you have some prizes to hand out at the end.
- Take pictures and video clips and upload them to social media during and after the event. Use hashtags #NOOW, #AfricanPenguins

DISCLAIMER The #NOOW campaign has put these guidelines to help you plan a successful waddle. These guidelines should in no way be construed as a full or complete list of local requirements. #NOOW, the Two Oceans Aquarium Foundation and any partner associated takes no responsibility for anything associated with penguin Waddles.