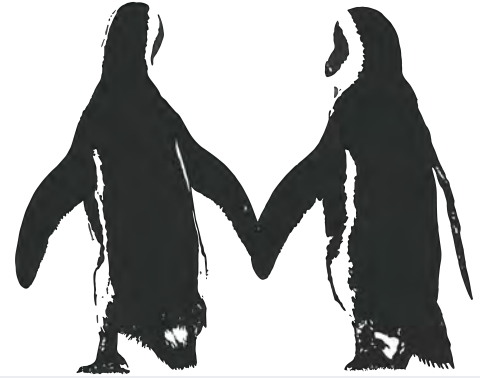




## THE #NotOnOurWatch AFRICAN PENGUIN AWARENESS CAMPAIGN - WE NEED YOUR HELP

### DID YOU KNOW

- 100 years ago there were an estimated one million breeding pairs of African penguins and now there are less than 11,000
- African penguin numbers are decreasing by about 8% every year
- Every year more than 500 breeding pairs are being obliterated
- By 2035 scientists think that there won't be enough breeding pairs in the wild for the species to survive – that's only 4,380 days away!



### #NOOW AFRICAN PENGUIN SUPPORT WEEK AT SCHOOLS ACROSS SOUTH AFRICA

The 26th to the 29th of September is the last week of school for some schools across the country **AND** it is also the week for all schools and learners to pledge their support for our critically endangered Africa Penguin.

It is the week we collectively stand together and shout NOT ON OUR WATCH will the African Penguin go extinct! #NotOnOurWatch. **To achieve countrywide awareness, we need YOUR support.**



## SUPPORT THE AFRICAN PENGUIN

**The #NOOW Penguin Day is a nationwide schools drive** to raise awareness about the plight of South Africa's precious penguins. If thousands of young people raise their voices to try to save this endangered species, they will get the whole country to listen. Schools can actively show their support by allowing learners to:-

- Wear black and white clothes to school
- Wear black and white accessories to school
- Hold your own school African Penguin waddle across the sports field
- Create large African Penguin murals or decorated spaces
- Or create your own event to support this crucial cause!

**nguin and join the #NotOnOurWatch can**

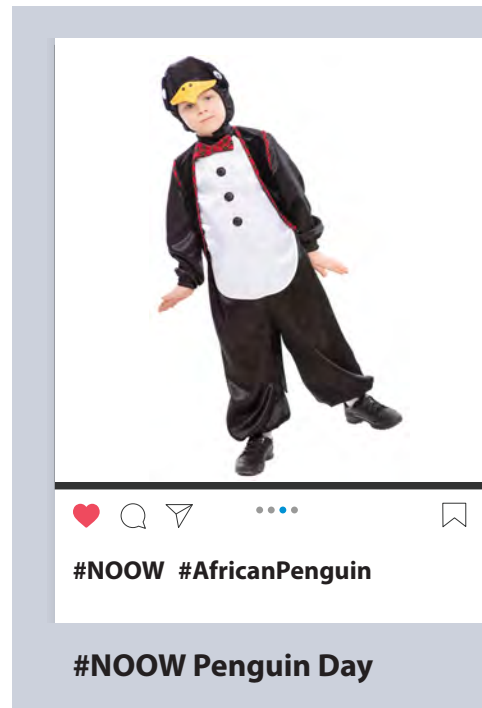
the Cape Town-based Two Oceans Aquarium Foundation and its South African, Georgia Aquarium and Australia's Zoos Victoria, to take action to save i



## SPREAD THE WORD

Please encourage teachers and learners alike to take selfies and group or school photos and share them on social media tagging **#NOOW** and **#AfricanPenguin**.

Please also email pictures to the #NOOW campaign at **info@africanpenguin.org** and we can then share them on our platforms. We would love to highlight your efforts across our social media platforms and show **YOUR SUPPORT**.



The #NOOW campaign will be watching and evaluating all the posts the week of the 26th to 29th September. We'll be thrilled to see your school partaking and look forward to seeing funny costumes, innovative designs, seas of black and white, awesome art and much more. And all of you just having a good time while supporting our unique penguins and helping us spread awareness.

**Prizes will be up for grabs, so be sure to get in on the action!**

The #NOOW campaign is supported by the Two Oceans Aquarium Foundation, The Florida Aquarium and Georgia Aquarium in America, and Zoos Victoria in Australia. Together we can all make a difference.



### BUT WAIT, THERE'S MORE!

For all penguin lovers (even the adults) the #NOOW campaign is arranging a worldwide waddle for International African Penguin Awareness Day on Saturday, October 14. There will be waddles in Durban and Cape Town and soon we'll have waddles organised in other towns and cities too. You could take the whole family, dressed in black and white, to a waddle to help our penguins even more.

**For information about how and where to join a waddle, please go to [www.africanpenguins.org](http://www.africanpenguins.org)**

