

PRESS RELEASE

For immediate release: date



Galapagos Conservation Trust Launches Limited Edition “Adopt a Penguin”

The Galapagos Conservation Trust is launching a limited edition “Adopt a Penguin” gift set to raise vital funds for the conservation of the Galapagos penguin, the second smallest penguin in the world.

The Galapagos penguin is one of the world’s rarest penguins, with only 2,000 left in the world. They are at risk from threats such as plastic pollution, overfishing, loss of habitat, and invasive species. Whilst the penguins struggle to deal with these threats on an annual basis, this year the penguins are more at risk than ever...

They now face the potentially catastrophic arrival of El Niño, an extreme climate phenomenon that warms the water temperature, destroying the penguins’ food source. El Niño events in the 1980’s wiped out more than 70% of all Galapagos penguins, and with the current El Niño set to be among the strongest on record, the penguins are in dire need of your help.

There are just 2,000 limited edition adoption packs available, to match the number of penguins left in the world. For just £30 you will receive a certificate of adoption, a Galapagos penguin fact file, a cuddly Galapagos penguin soft toy, and bi-annual email updates from the Galapagos Penguin Monitoring Project.

This is the perfect Christmas gift for any penguin-lover, with profits from the adoptions going directly to conservation projects in the Galapagos Marine Reserve.

“Adopt a Penguin” is available via the Galapagos Conservation Trust website: www.galapagosconservation.org.uk, or by telephone: 020 7399 7440.

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Notes to editors:

The **Galapagos Conservation Trust** (GCT) is the only UK charity to focus exclusively on the conservation and sustainability of the Galapagos Islands. Established in 1995 at the Royal Society, GCT raises funding and awareness for projects in Galapagos which focus on science, education and culture. To find out more, visit their website:

<http://galapagosconservation.org.uk/>

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