

EAZA MADAGASCAR CAMPAIGN AT MADRID ZOO

The Zoo Aquarium de Madrid has developed a variety of activities to support the annual EAZA campaign, this year dedicated to Madagascar. Here is a summary of them:

- New facility and signs: an old facility has been refurbished and converted into a new exhibit for lemurs, as well as the brand new interaction enclosure next to it. New large, detailed signs have been added, to let visitors know more about Madagascar and its fauna.

- New facility for interaction with lemurs: This new enclosure was built to offer the public a new approach to these emblematic species. The visits to the facility are guided by staff of the educational department. Three species of lemurs are presented to the visitors, that enter the enclosure in limited numbers at specific times of the day. During the visit, a brief talk is given to explain details on the biology, history and conservation status of the species concerned, as well as general information about Madagascar and its conservation problems and needs. Also, the EAZA campaign contents and intentions are transmitted.



The activity is charged with a small price (3€/pax), in order to raise funds for a project chosen among the different options that the EAZA offered for contributions. One Euro is destined to the project which the Durrell Wildlife Conservation Trust has established in Manombo. The funds raised for that Project to date (August 07) are 7.551€.

- Nights at the Zoo: at the beginning of June, the Madrid Zoo Aquarium organized a special activity for the summer, which is offered on a daily basis, consisting on the same interactive experience, but during the night period. The advantage of this kind of interaction is that the lemurs are quite more active, moving around, exploring and vocalizing much more than during the day, according to their nocturnal character. It is a unique experience that the public appreciated a lot. It is becoming very popular.

Also, a specific activity for children takes place: a drawing competition, which argument is, obviously, Madagascar. Lots of drawings have been collected; the winner will be known at the end of the season, in September.

- Talks: a special talk has been developed to be included within the educational talks schedule for the weekends. In them, the same contents are shared with the general public at scheduled times.

- Madagascar: the lemur island: every year, four different topics are selected (with high educational and environmental value) for the summer children camps. This season, one of them was Madagascar. All summer long, different aspects related to Madagascar biodiversity and conservation had been presented and worked with the youngsters. (Endemisms, high biodiversity areas, lemurs as flagship species, etc). The children prepared different materials like drawings, field notebooks, collages, etc. They also prepared toys and objects as environmental enrichment for the lemur enclosure; they have interacted with them in the facility and have also been taught about other endemic species housed at Madrid Zoo.

- Merchandising: The annual merchandising products linked to the EAZA campaign have been put on sale as usual.

- Donations: we have been asking for personal cash donations for the Madagascar campaign, supporting and explaining its destination to different already established projects.

Madrid, 28 August 2007