

Shellshock at Colchester Zoo



Colchester Zoo has been actively supporting the campaign since August 2004, when it was introduced to its visitors on Ocean Awareness Day. In the eight months the campaign has been running the zoo has promoted the campaign to its visitors every day with leaflets, collections, stickers and an especially devised talk and PowerPoint presentation in its KD Theatre.



Fundraising

The zoo has been actively fundraising for the campaign after each of the zoos daily displays and through a special programme of additional activities. Visitors who have donated have received a special Shellshock sticker, which have been very popular!

From November 2004 the education department has provided an outreach scheme to local schools and organisations in which a Shellshock talk is available. The scheme asked participating schools and organisations for a minimum donation that went towards the campaign fund and over 200 people have been reached as part of the scheme.

In February 2005 the local ASDA superstore allowed the zoo to host a Shellshock stall in the stores foyer on a busy Saturday! The stall attracted a lot of attention and money raised on the day was collected in aid of the campaign.

The zoo has also invested in Shellshock merchandise including a rubber and a pencil which have been very popular and selling well. In addition a special Shellshock activity pack, including puzzles and quizzes about turtles and tortoises, has been produced by the zoo for children and has been a success.



A special friend at Colchester Zoo has helped with the fundraising and collections the zoo has been doing. In September 2004 Tommy arrived at Colchester Zoo and has since attended special events, talks and activities within the zoo.



To date the zoo has collected £4,560.50 in addition to the £2,000 it sent to aid the Kosgoda beach project following the effects of the Asian Tsunami. Colchester Zoo has increased its original pledge of £20,000 to £30,000 following the devastating effects of the tsunami.

Education and Awareness

The most significant activity the zoo has undertaken to raise awareness is a support statement. The support statement accompanies the campaign information at stalls, talks and events and asks our visitors to sign their name to show they support the campaign and want to help. To date, the zoo has collected in excess of 7,000 signatures and is aiming to reach 20,000 at the close of the campaign.

The stalls the zoo has about the campaign include many artefacts including examples of turtle souvenirs, turtle shells, stuffed turtles and tortoises and Chinese medicine. In addition the stall has Shellshock merchandise for sale and facts and information. The stalls are an easy and accessible way for visitors to learn about the campaign and have attracted the attention of visitors from all ages.

Over the Easter period the zoo provided a free Turtle Tracker Trail around the zoo grounds for children to participate in. The trail encouraged children to follow clues around the zoo to lead them to turtle nest sites. Each nest site contained information about specific turtle species and the threats that they face. The hunt was incredibly popular. Over 1,000 children participated and customer surveys showed the quality of the hunt was viewed excellently and future hunts were hoped for.



Visitors have been encouraged to help with the campaign and the zoo has produced leaflets and a fundraising pack outlining the threats these species face and how they can help.

Turtle Day – May 29th 2005

On Sunday 29th May Colchester Zoo will be hosting a Turtle Day; which will be specifically in aid of the Shellshock campaign. The day will include lots of additional activities including an Ocean Themed mini fete, a brand new turtle tracker hunt, a bouncy castle, two local tortoise clubs, fancy dress and a disco. Proceeds raised from the activities will go towards the Shellshock campaign fund and it is hoped that many signatures will be collected.