



MEDIA RELEASE

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NEW ZEALAND CELEBRATES FIRST EVER WORLD CHIMPANZEE DAY

The Jane Goodall Institute of New Zealand (JGINZ), alongside wildlife advocates and conservation leaders around the world, is celebrating the inaugural World Chimpanzee Day on Saturday 14 July.

This date has particular significance, as it is the day that Dr. Jane Goodall, DBE, Founder of the Jane Goodall Institute, and UN Messenger of Peace, first began her research of the now world famous chimpanzees of Gombe Stream National Park in Tanzania.

In honour of humankind's closest cousin, World Chimpanzee Day is a celebration of chimpanzees and an opportunity to raise awareness about the vital need for worldwide participation in their care, protection, and conservation in the wild and in captivity as an endangered species.

"World Chimpanzee Day is a chance to celebrate our closest living great ape relative in the animal kingdom, unique and vital to biodiversity and ecosystem health; raise awareness about threats they face in the wild including habitat loss, disease, and wildlife trafficking; and to promote their proper care in captive situations," says Dr Melanie Vivian, JGINZ CEO and Co-Founder.

"Dr Jane Goodall opened our eyes to the wonder of this extraordinary species. As Dr. Goodall called attention to the remarkable behaviours and lives of wild chimpanzees and continues to advocate on their behalf, we now carry the torch, taking that message and work to conserve this species even further."

"Chimpanzees share more than 98% of our DNA, physical and behavioural traits, they have emotions similar to us, such as happiness, sadness, fear and despair and chimpanzees communicate and exhibit culture. Despite this, chimpanzees are highly endangered. 100 years ago, there were an estimated 1-2 million chimpanzees across 25 countries in Africa. Today, there are as few as 350,000 wild chimpanzees remaining in the wild. Prompt action must be taken to save our closest living cousins."

The Jane Goodall Institute operates worldwide, advocating for chimpanzee conservation and welfare including:

- Protecting chimpanzees against disease transmission, illegal hunting and poaching, and human-wildlife conflict, through environmental education, law enforcement, habitat preservation, and rescue and sanctuary care for chimpanzees.
- Building on Dr. Jane Goodall's pioneering research through supporting continuing ground-breaking research and learning on wild chimpanzee populations.
- Supporting education and learning as to best practice for chimpanzees in captive care.

“Because of the threats faced by the chimpanzees, because they are so special, I do hope you will join us on this very first World Chimpanzee Day, to highlight the amazing nature of these beings, and to shed light on the threats that they face. So please do join us. Join us for them.”

- Dr. Jane Goodall

New Zealand has two groups of chimpanzees in human care, in zoos in Wellington and Hamilton. To mark this very special World Chimpanzee Day they are both hosting events that highlight this amazing species, threats that they face and ways in which we can protect them.

Wellington Zoo is celebrating World Chimpanzee Day on Saturday 14 and Sunday 15 July.

Wellington Zoo’s weekend activities include helping their Zoo Rangers prepare enrichment for the chimpanzees to enjoy and face painting to fit in with the troop. Discover how the Forest Stewardship Council helps to protect animal habitats and make a pledge to help chimpanzees in the wild.

Through the Wellington Zoo Conservation Fund, the Zoo supports the Jane Goodall Institute New Zealand and JGI projects in Africa that help to protect chimpanzees and improve the lives of surrounding human communities.

In the week prior to the big day, Hamilton Zoo’s primate team is playing daily videos of the Zoo’s troop and footage showing the plight of their wild counterparts.

Hamilton Zoo also has several chimp-focused activities planned for World Chimpanzee Day – an enrichment station where visitors can participate in making enrichment for the chimp troop, a silent auction of enrichment paintings done by the chimps and an artist’s sketch of their youngster Chiku, and an educational talk by one of Jane Goodall Institute New Zealand’s Roots & Shoots Ambassadors, Jacqui Hooper. A conservation tree in the gallery of the chimp house will encourage feedback from visitors on how they plan to contribute to the chimpanzee conservation effort.

To learn more about World chimpanzee Day and to become involved, visit - <http://www.janegoodall.org.nz/africa-programmes/world-chimpanzee-day/>

To find out more about chimpanzees and what the Jane Goodall Institute is doing in research, protection and care of chimpanzees, visit - <http://www.janegoodall.org.nz>

The Jane Goodall Institute of New Zealand

The Jane Goodall Institute New Zealand exists to undertake work on global and local sustainability issues and to inspire and empower people to take action to make the world a better place for animals, people, and the environment.

The Jane Goodall Institute is a global community conservation organisation that advances the vision and work of Dr. Jane Goodall. Founded in 1977 by Dr. Goodall, JGI makes a difference through community-centred conservation and the innovative use of science and technology. We work closely with local communities around the world, inspiring hope through the collective power of individual

action. Through Roots & Shoots, our youth-led community action environmental and humanitarian education programme, young people in 100 countries are acquiring the knowledge and skills to become compassionate conservation leaders in their own backyards.

The Jane Goodall Institute New Zealand works towards our vision of a healthy planet where people live sustainably and in harmony with animals and our shared environment.

Every individual matters and makes a difference, and even our small actions, collectively, can help to change the world for the better – thus providing hope for the future of our planet.

Media Contact

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Full quote from Dr. Jane Goodall:

The more we learn about chimpanzees, the more we realize how like us they are - behaviourally psychologically and biologically. Indeed, these similarities helped science to admit that, after all, human beings are not the only beings on the planet with personalities, minds capable of solving problems and, above all, emotions such as happiness, sadness, anger, depression and grief. Finally we realize that we are *part of* the amazing animal kingdom, not *separate from* it. And so, on this first chimpanzee Day I want to express my hope that we can bring to an end the slaughter of chimpanzees in Africa and the mistreatment of chimpanzees in bad zoos and in entertainment and ensure the care and protection of humankind's closest cousin.

Dr. Jane Goodall Video: <https://www.youtube.com/watch?v=7xJFwKmSQw4&t=6s>

Images attached:

1. New arrival, George, stolen from his forest home and family for the illegal pet trade and rescued by JGI and taken to JGI's Tchimpounga Sanctuary.
2. Anzac, named as she arrived at JGI's Tchimpounga Sanctuary on Anzac Day, rescued from poachers but has lost an arm. Anzac has gone from the rehabilitation section of the sanctuary to now enjoying life on one of the sanctuary islands.