



Media Release

22 February 2019

For immediate release

STARTS

A dolphin book for every New Zealand high school

The Endangered Species Foundation (ESF) announces the launch of their Young Ambassadors Club with the gifting of the book 'Dolphins Down Under' to all New Zealand high schools.

In return, ESF asks Principals to put forward candidates for the new club.

"We are looking for high school or tertiary students with a passion for saving New Zealand's taonga species. Ambassadors need to have great communication skills and networks, and motivation to spread awareness and fundraise," says Prof Phil Seddon, ESF Trustee.

"Our aim is to raise \$30 million, and with the help of a strong Ambassadors Club, we are positive we will achieve this."

In 2013, ESF identified the Maui dolphin (a sub-species of Hector's dolphin, also known as New Zealand dolphin) as New Zealand's number one most endangered species.

"It's critically important for us to seek solutions for Maui dolphin protection; to raise awareness and raise funds for their protection," says Seddon.

"The book 'Dolphins Down Under' by top marine scientists Steve Dawson and Liz Slooten, is a great resource for students."

ESF used a private donation to purchase and send the books to 122 high schools across Aotearoa.

The authors are delighted that their book is reaching New Zealand's high schools, as it was intended for students and anyone interested in dolphins and biology.

"We've timed the mail-out to help schools celebrate Seaweek (March 2-9)," added Seddon.

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Further information:

ESF's 10 most endangered species <http://www.endangeredspecies.org.nz/projects/10-most-endangered>

Dolphins Down Under: Understanding the New Zealand dolphin, by Liz Slooten and Steve Dawson (2013) Otago University Press.

Young Ambassadors Club <http://www.endangeredspecies.org.nz/who-we-are/ambassadors>

Seaweek website <http://www.seaweek.org.nz/>

Contacts:**Young Ambassadors Club Chair**

Injy Johnstone, Trustee, ESF, injy.johnstone@endangeredspecies.org.nz

Conservation spokesperson

Prof Phil Seddon, Trustee, ESF, Ph 022 054 2625, Philip.seddon@otago.ac.nz

ESF Co Chairs

Grant Leach Ph 021 996 638, grantleachnz@gmail.com

Rose Hiha-Agnew Ph 027 474 1753, rosehiha@gmail.com

Project Coordinator

Liz Sherwood, Support Officer, Ph 027 694 5064 info@endangeredspecies.org.nz

Photo:

L-R "ESF Trustee Phil Seddon and authors Liz Slooten and Steve Dawson with some of the books destined for high schools across Aotearoa." Photo by Liz Sherwood, ESF.