

**【PRESS RELEASE】**



**Nearly 70% of HK People know about Wildlife Conservation  
Yet only 27% support conservation last year**

*OPCFHK to hold “Conservation Day” on 13<sup>th</sup> Jan Wear green tees to support wildlife conservation*

( 4<sup>th</sup> January 2007, Hong Kong ) – Many people in Hong Kong believe wildlife conservation is important, but the vast majority have never done anything about it, according to a recent survey. To create effective conservation awareness programmes, Ocean Park Conservation Foundation Hong Kong (OPCFHK) feels it is crucial to understand what our community knows and is doing about conservation. With that in mind, the Foundation commissioned The University of Hong Kong’s Public Opinion Programme to conduct a survey of more than 500 Hong Kong people. The survey showed that 66% of Hong Kong people feel that wildlife conservation is important. However, more than 50% of the people said they know little of the topic while 78% of the interviewees have never donated to any wildlife conservation organisation or participated in any conservation activity in the last twelve months.

Nearly 70% of interviewees also believed that “domestic waste recycling” and the “better use of paper” is part of effort for wildlife conservation, including “tropical rainforest protection” and “commercial fishing prohibition”. The results indicate that further education is required to engage Hong Kong people to participate in and support wildlife conservation.

“Conservation is easier said than done,” said Judy Chen, Chair of OPCFHK. “It requires a long-term effort in education and scientific studies. Ocean Park Conservation Foundation Hong Kong actively promotes wildlife conservation in the region. In collaboration with the Government, trade and academia, our efforts are showing concrete results. However the participation of the Hong Kong people is crucial in achieving our goal. We have planned a range of wildlife conservation activities in 2007. Kicking off the year is the 12<sup>th</sup> annual Conservation Day, which will be held on 13<sup>th</sup> January. We welcome the Hong Kong people to join us in building a more harmonious wildlife environment.”

On Conservation Day, Dr. Sarah Liao Sau-tung, secretary for the Environment, Transport and Works and OPCFHK Education Ambassador Charlie Yeung will inspire wildlife conservation through chats with the attending children. Ocean Park will donate the gate revenue on Conservation Day to OPCFHK to further advance the Foundation’s wildlife conservation efforts.

“Last year, we raised HK\$1.5 million on Conservation Day,” expressed Suzanne Gendron, Foundation Director of OPCFHK. “This year, we target to raise HK\$2.5 million, which will support 50% of our next year’s conservation projects. OPCFHK supports scientific research and education in our Asian region, with an emphasis on the coastal and marine environment, as well as the giant panda habitat in China.



Conservation Day is our opportunity to share with Hong Kong people the importance of conservation and how significant their participation is. We count on Conservation Day as a major source of funding to the Foundation. I hope to see everyone in green tee-shirts at Ocean Park next Saturday to show their support of wildlife conservation.”

The support and participation of the Hong Kong people are vital to the development of wildlife conservation. OPCFHK cordially invites everyone to come to Ocean Park in green tees to support Conservation Day and wildlife conservation.

To ensure the sustainability of wildlife and biodiversity, OPCFHK will allocate HK\$5 million as funding support in 2007 – 2008 to support research and conservation projects in Hong Kong and Asia. Funding is now open for applications. The submission deadline for applications is Jan 31, 2007. The application form is available for download at OPCFHK’s website – [www.opcf.org.hk](http://www.opcf.org.hk).

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#### **About Ocean Park Conservation Foundation, Hong Kong**

Ocean Park Conservation Foundation, Hong Kong is a charitable organisation established by Ocean Park in 1993, adopting its current name on 1 July, 2005. As the conservation arm of Ocean Park, it advocates, facilitates and participates in the conservation of Asian wildlife and habitats through research and education. Its vision is to ensure the sustainability of wildlife and biodiversity. While supported by Ocean Park, the Foundation is also reliant on other caring corporations and donors in order to make a real difference to conservation efforts in Asia.

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