



Snow  
Leopard  
Trust

Photo by Marco Bergami

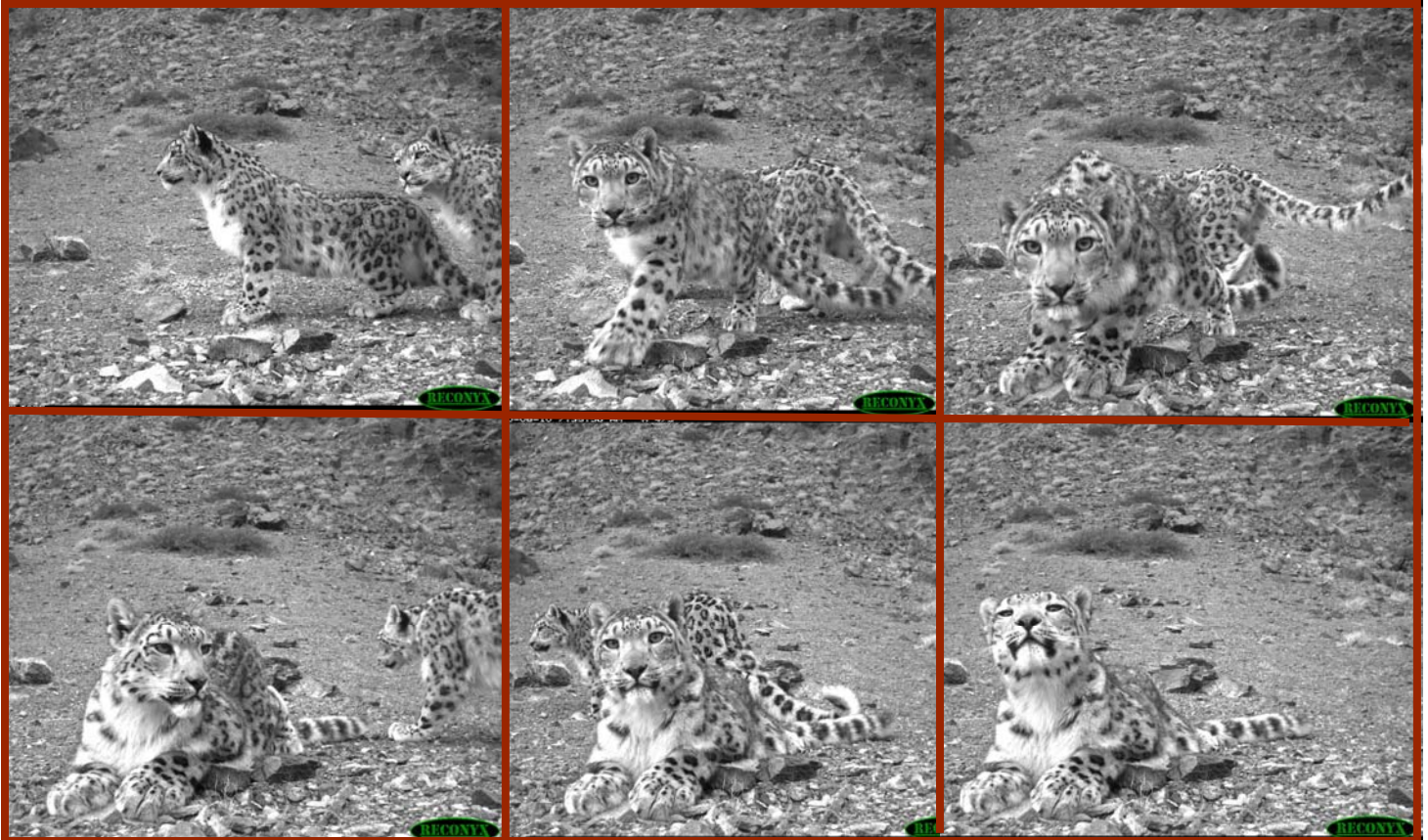


Snow  
Leopard  
Trust

## Natural Partnerships Program

*Zoos Partnered in Conservation*

**2011**



*This sequence of photos gives us a glimpse of 3 snow leopards traveling together in the South Gobi region of Mongolia. As part of the Long-term Ecological Study (LTES) an estimate of 20 individual snow leopards were identified in the study site in 2010 using motion sensor cameras. This study is a joint program of Snow Leopard Trust, Snow Leopard Conservation Fund Mongolia, Panthera, and the Ministry of Nature, Environment and Tourism (MNET).*

***Join the Natural Partnerships Program this year!  
Turn inspiration into action!***

*Over 160 zoos worldwide have snow leopards on exhibit, with 71 zoos exhibiting snow leopards in Europe and 68 zoos in North America.*

***Currently 70 zoos are participating in the Snow Leopard Trust's Natural Partnerships Program. Participation directly impacts snow leopard conservation in the field.***

*Millions of individuals watch these snow leopards in awe and amazement every year. The Natural Partnerships Program bridges these inspiring moments with powerful contributions to snow leopard conservation in the field. Imagine the impact on snow leopard conservation if all 160 zoos joined together to support the Snow Leopard Trust conservation, education and applied research efforts. What a huge difference each zoo makes.*

***Get your zoo involved as a long term partner in snow leopard conservation.  
Naturally, there are so many ways to help!***

Snow Leopard Trust  
4649 Sunnyside Ave N. Suite 325, Seattle, WA 98103  
206-632-2421, [www.snowleopard.org](http://www.snowleopard.org)

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## Host a Snow Leopard Day Event!

Zoos around the world are hosting annual snow leopard fundraising and awareness-building events! Whether you call it Weekend Winterfest or Snow Leopard Day **we hope you will host a 2011 event to spread awareness about these elusive leopards.** It can take place any time of the year. These events are a huge success, drawing large crowds that come to share in the festivities and celebrate these amazing cats! **We are happy to help by sending you ideas, information and materials.** We would love to hear about your event and see photos!



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[www.snowleopard.org](http://www.snowleopard.org)

*Photo—Snow Leopard Celebration at the Woodland Park Zoo. Mongolian Musician plays Horse-head Fiddle.*

## *Thank you to our 2009-2010 NPP Partners!*

AAZK Puget Sound Chapter	Great Plains Zoo	Safari de Peaugres
Akron Zoo	Houston Zoo	San Antonio Zoo
Albuquerque Biological Park	Jackson Zoo	Santa Barbara Zoo
Audubon Zoo	Jungle Cat World	Seneca Park Zoo Society
<b>Banham Zoo</b>	<b>Kolmarden Zoo</b>	Sequoia Park Zoo
<b>Friends of Banham Zoo (FOBZ)</b>	Krefeld Zoo	Sunset Zoo
<b>Big Cat Rescue</b>	Lake Superior Zoo	Tautphaus Park Zoo
Binder Park Zoo	Le Parc des Felins	Toronto Zoo
<b>Bioparc Zoo de Doue la Fontaine</b>	Louisville Zoo	Tulsa Zoo
Binghampton Zoo at Ross Park	Marwell Zoo	<b>Twycross Zoo</b>
Blank Park Zoo	Mill Mountain Zoo	<b>Utah's Hogle Zoo</b>
Brecs Baton Rouge Zoo	Milwaukee County Zoo	Valley Zoo
Buffalo Zoo	National Zoo & Aquarium	Wildlife World Zoo
Calgary Zoo	Norden's Ark	Wildlife Heritage Foundation
Cape May County Zoo	Oklahoma City Zoo	<b>Woodland Park Zoo</b>
Chattanooga Zoo	Omaha's Henry Doorly Zoo	<b>Zoo Antwerp</b>
<b>Cheyenne Mountain Zoo</b>	Oregon Zoo	<b>Zoo Boise</b>
Cincinnati Zoo	Parco Zoo Punta Verde	Zoo Dresden
Cleveland Zoo	<b>Philadelphia Zoo</b>	Zoo Gdansk-Oliwa
<b>Columbus Zoo</b>	Potawatomi Zoo	Zoo Granby
Denver Zoo	Rare Species Conservation Centre	Zoo Liberec
<b>Disney Animal Kingdom</b>	Roger Williams Park Zoo	<b>Zoo Magdeburg</b>
Dublin Zoo	Rolling Hills Wildlife Adventure	<b>Zoo Plock</b>
	Sacramento Zoo	Zoo Tregomeur

**BOLD** = Annual giving of \$5000 and above

### *In The Zoos: Mill Mountain Zoo, VA*

#### **Mill Mountain's ZOOBILEE For Snow Leopards**

Mill Mountain Zoo Volunteer, Julie Felton, runs a Snow Leopard Trust volunteer 'chapter' called *The Snow Leopards of the Blue Ridge*. This year Julie and her chapter members worked with Mill Mountain Zoo staff to create a carnival style family event to raise money and awareness for snow leopards. The event, called ZOOBILEE, included a scavenger hunt, dunk tank, bouncy house, face painting, pin the tail on the snow leopard and many more activities for kids. Staff were stationed at the snow leopard exhibit to share information about the beautiful cats. ZOOBILEE was marketed on the zoo's facebook page and website, and flyers and postcards were distributed throughout the city. Over 500 people attended the 3 hour event and nearly \$600 was raised in donations and proceeds. We want to thank Julie and Mill Mountain Zoo for all their dedication and hard work for these cats. (*Find out how to start a volunteer chapter, contact [gina@snowleopard.org](mailto:gina@snowleopard.org)*)





## About the Natural Partnerships Program (NPP)

### *What is the NPP?*

The Natural Partnerships Program (NPP) brings the global zoo community and the Snow Leopard Trust together in a united effort to ensure the survival of the endangered snow leopard. Through NPP, zoos support high priority conservation projects identified and implemented by Snow Leopard Trust staff in snow leopard range countries, including China, India, Kyrgyzstan, Mongolia and Pakistan. **NPP offers an exciting and economical way to make powerful contributions to field conservation.**

### *Why participate?*

Your zoo benefits from participation in NPP in several ways:

- ◆ You become a **leader in Snow Leopard Conservation**, supporting successful in-situ community-supported conservation programs and applied research.
- ◆ You **receive reports, maps, updates and photographs directly from the field**, enhancing your efforts to educate the public and inspire your members. SLT staff are accessible for questions, custom materials, and updates via phone, Skype or e-mail.
- ◆ **You are recognized in SLT publications** (website, annual report) for your support.
- ◆ **By invitation, Snow Leopard Trust staff can visit your zoo**, presenting to your staff and supporters snow leopard natural history, status, and current in-situ conservation research methods.

### *Ways to get involved...*

NPP is a flexible program with several conservation grant levels to fit a wide range of zoo budgets. Your zoo can get involved in many ways, including:

- **Direct Funding to Support On-Going Projects**—Support research, education and conservation efforts in the field by meeting our primary need for direct funding
- **Sell Conservation Products in your Zoo Gift Store**
- **Schedule a Snow Leopard Trust Staff Presentation**
- **Plan a *Snow Leopard Day* Event at your zoo!** Boost attendance and spread conservation awareness by hosting a snow leopard focused event. *Contact us for activity and marketing ideas.*
- **Install New Graphics for your Zoo**—let us help provide photos, maps and text.
- **Hold a Teacher's Training Workshop:** Introduce "*Engaging Students in Conservation,*" our new snow leopard curriculum and service project, to schools in your area!



## Direct Funding to Support On-Going Projects *NPP Conservation Projects*

**The following five in-situ conservation projects are directly supported by your NPP partnership. These programs are on-going, sustainable, and community-driven and are making a measureable difference for the cats! To continue your partnership or partner for the first time, please fill out the NPP Partnership Form (page 11). Return by mail or fax it to (206) 632-3967. The Snow Leopard Trust has other on-going and pilot research, conservation and education programs. If your zoo would like to sponsor a specific project for \$10,000 or more, please contact Jennifer Snell Rullman at [Jennifer@snowleopard.org](mailto:Jennifer@snowleopard.org) about special projects and needs.**

### ***Long-Term Ecological Study (LTES): South Gobi, Mongolia***

In 2008, the Trust launched a long-term (15+ year) research project to take place in Mongolia's South Gobi Province. The Trust has completed over 120 research and conservation projects in all 12 countries where these cats are found, however most have been at most 4-5 years in duration. The aim of this project is to study all aspects of snow leopard ecology, using a variety of methods including motion sensor cameras, GPS radio-collaring and socio-economic surveys. The Trust has established a base camp in the Tost Mountains, approximately 250 km west of the provincial capital of Dalanzadgad.

To date, we have placed GPS radio-collars on eleven snow leopards since initiating the project, and **are currently tracking 8 leopards**. Aztai, the first snow leopard we began tracking, was originally collared in the fall of 2008. There are 5 males and 3 females in the study and we are now using a new collar model called Vectronics. Vectronics collars are out performing our original collars and we are receiving an unprecedented amount of data on snow leopard movement and habitat use. **We have been able to use this data to estimate home range sizes and how the cats are using that landscape.** For example, while Aztai's core home range (the area where he spends the majority of his time) is just 257 km<sup>2</sup>, that figure balloons nearly three-fold to 771 km<sup>2</sup> when including an exploratory trip to the eastern edge of the Tost mountains that he has taken. These exploratory treks seem common, annual, and important to consider when planning conservation efforts. **The information on home range sizes is helping the Trust determine how best to work with communities to establish conservation programs that will ensure that the cats are protected year-round.** Additionally, we are looking at locations where snow leopards have made successful hunts to understand what they are relying on as their main food source. We are also receiving thousands of photos from motion sensor cameras and are initiating studies to help us understand the human-wildlife conflicts in this greater study area. We are completing a study on how wolf trapping might be impacting snow leopard populations, and what other threats exist for snow leopard survival in the area. **This research is informing our community-based conservation programs, including Snow Leopard Enterprises and our pilot Snow Leopard Friendly Livestock Insurance Program in Mongolia.**

*This study is a partnership of Snow Leopard Trust, Snow Leopard Conservation Fund, Panthera, and Mongolia's Ministry of Nature and Environment (MNET).*

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[www.snowleopard.org](http://www.snowleopard.org)



## Direct Funding to Support On-Going Projects

### *NPP Conservation Projects*

#### ***Livestock Vaccination and Husbandry Program: Pakistan***

Since 2003 the Snow Leopard Trust has managed Snow Leopard Friendly Vaccination Programs. Local herders lose ten times more livestock to disease than snow leopard predation and have historically maintained larger herds to compensate for this loss. These herds then compete with the snow leopard's native prey for the scarce vegetation in these rugged areas. Serving more than 1500 families, the program makes vaccines available to rural communities and empowers them economically. In return, **the communities offer to limit the size of their now healthier herds so that they will not outcompete wild snow leopard prey.** Additionally, communities agree to refrain from poaching snow leopards and their primary prey base. Last year we conducted an evaluation and found that the program is working extremely well. We have since expanded from 7 to 12 villages in the Chitral region in Northern Pakistan.

**We will continue to implement the vaccination program in the 12 villages in Chitral.** In addition to providing vaccinations to over 19,000 livestock, the Trust holds community meetings during every round of vaccinations. The meetings provide opportunities to discuss program details, build capacity, and review obligations of the conservation agreements. The visits allow staff to monitor compliance with conservation agreements and to conduct general education and outreach initiatives. Last year herders were able to sell their excess livestock and earn more than \$20,000 in extra income. We are more than confident that this innovative program is having a great impact on communities and conservation in the area.

#### ***Conservation Education Programs: India***

Working with the youth in the Himalayan villages of Spiti Valley and Ladakh, Snow Leopard Trust staff work to promote positive values, emotions, and attitudes, while facilitating sound knowledge about the natural flora and fauna in their mountain homes. Staff will conduct activities with students and teachers in 20 schools in Spiti Valley and 10 schools in Ladakh, reaching over 1000 students. Spiti Valley schools have organized Himalayan Nature Clubs (HNC) and staff will lead more than 40 activities for these HNC schools. **Additionally, staff will provide five nature camps in Spiti this year for over 150 students and 10 teachers.** These camps and activities are increasing awareness among school children about snow leopard conservation and high altitude ecosystems, deeply connecting them to their mountain landscape. Teachers are providing extremely positive feedback about the education programs and how it is influencing their own knowledge and confidence to teach using hands-on, experiential based learning.



## Direct Funding to Support On-Going Projects

### *NPP Conservation Projects*

#### ***Livestock Insurance Program: India***

##### *Human-snow leopard conflict management program in Northern India*

The Snow Leopard Trust supports community-managed Livestock Insurance Programs in India. These programs help herders decrease the likelihood of livestock predation, and compensate them for losses if snow leopard predation does occur. This Livestock Insurance Program stops the retaliatory persecution of snow leopards and promotes coexistence and tolerance towards wildlife.

From a small pilot in one village in Northern India, the insurance program now has active participation from 200 households across nine villages. Each village-managed program is supported financially for up to 5 years. Throughout that time, the Trust works with village appointed leaders to implement strategies that ensure a self-sustaining program by the fifth year. Currently, four of the nine villages are self-sustaining: able to manage their insurance corpus through premiums alone without our supplementary assistance. Staff facilitate workshops and attend regular meetings to assist in drafting and updating regulations, maintaining records, building accounting and any additional support needed for each insurance group. Last year, over 600 livestock were insured and a recent internal review conducted in Spiti showed that participants are happy with the program.

#### ***Community-based Conservation: Mongolia***

##### *Strengthening Snow Leopard Enterprises and Piloting a Livestock Insurance Program*

In 2011, the Trust will continue to implement Snow Leopard Enterprise (SLE), working with over 350 households in 28 remote communities in Mongolia with a plan to expand into at least 6 new communities requesting the program. One of the most successful programs of the Trust, SLE participants agree to protect the cats and their prey base in the region. In return, the program helps them earn income by selling handmade woolen products. This income helps offset some of their livestock losses from predators and provides money for medicine, clothing and school fees. In addition, conservation bonuses are given yearly to communities who are in compliance with the program, meaning no poaching of snow leopards or their prey has occurred.

In 2009 a collared snow leopard named Longtail was killed by a herder protecting his livestock. Following that event, the local community asked for more help addressing human-wildlife conflicts they were facing. After sharing information about models used around the world to mitigate human-wildlife conflicts, including SLE, the community chose to pilot a community-managed livestock insurance program. Currently 32 families are participating; an increase from 17 families in 2009. An Insurance committee has been elected and three regional coordinators. SLT staff attend meetings while the program is managed and run by the community members. We will match the corpus this year and continue to provide guidance and support where needed.



## Sell Conservation Products in your Zoo Gift Store

### *NPP and Your Zoo Store*

#### *Snow Leopard Enterprises – A successful Conservation Program*

Snow Leopard Enterprise is a community-based conservation program of the Snow Leopard Trust that provides key training and equipment to nomadic herders for the production of traditional hand-crafted wool products. These communities assist with conservation of the snow leopard and the Trust markets their products in the US and Europe. The money from sales goes back into the community programs.

#### *Sell these products in your own Gift Store!*

Over 35 zoos worldwide have added these products, and Snow Leopard Trust logo products, to their gift stores to contribute to conservation and generate revenue. Purchasing at wholesale prices, zoo stores order products from the Snow Leopard Trust, then sell the products at retail prices that fit their market. **The products are easy to purchase and your purchase is risk free. There is no minimum requirement. Simply purchase from our secure online wholesale store or call/fax an order into our office.** Products are handmade in Mongolia and Pakistan and display beautiful tags describing where the item is produced, what materials are used to craft the product, and how these products help save snow leopards. **We are happy to connect you to other zoo store buyers who can discuss their experience purchasing and selling these products in their zoo gift store.**

#### *To Get Products into Your Store*

**To place an order,** contact [marissa@snowleopard.org](mailto:marissa@snowleopard.org), call 206-632-2421, or visit [www.snowleopard.org/shop](http://www.snowleopard.org/shop) to apply for a wholesale account.

#### *In The Zoos: Columbus Zoo, OH*



### A Shout Out Goes to New Spotlight Adoption Package!



At the Columbus Zoo, adoptees choose from a whole new group of adoptions that directly benefit the zoo AND conservation programs, like the Snow Leopard Trust. They write: *“We love our animals and especially love sharing them with YOU! We also love our conservation partners, who are working around the world to save wildlife and wild places - that's why we created our Spotlight Adopt Specials. These Spotlight Adopt packages include a an extra gift along with the standard animal adoption - and, even better, the conservation Spotlights benefit our conservation partners!”* **This adoption benefits the zoo and snow leopards in the wild. It's a great model to try at your zoo too!**



## Schedule a Snow Leopard Trust Staff Presentation

By Invitation, Snow Leopard Trust experts will present the most updated information on in-situ conservation efforts. Organize an event for staff and members at your zoo.

Hear first-hand what Snow Leopard Trust staff are working on in Central Asia, including updates on new methodology and equipment being used, such as GPS collaring, the use of high quality motion sensor cameras to identify individual cats, and the knowledge we are gaining from these projects. New conservation models are being piloted and older models evaluated, adapted and expanded. See how strong community partnerships and long-term support are helping protect these endangered cats. **Find out how your zoo can get even more involved with our snow leopard conservation programs.**

### *In The Zoos: Parc des Felins, France*

In June 2010, following the exciting birth of a baby snow leopard named Daina, Parc des Felins hosted Dr. Charu Mishra, Conservation and Science Director for Snow Leopard Trust to speak. Dr. Mishra, a world expert on snow leopard research and conservation, gave a unique presentation about the current conservation efforts taking place for the protection of snow leopards throughout Central Asia. He also informed the audience about the important role and partnership Parc des Felins has had over the past 8 years with the Snow Leopard Trust, having donated over 10,000 € in that time toward the protection of these amazing cats.

**LE PARC DES FELINS**  
**Si beaux vivants...**

**Protégeons les panthères des neiges !  
 Venez-les voir et aidez-nous !**

**1 journée exceptionnelle  
 au Parc des Felins**

**Samedi 19 juin**  
 Conférence avec un invité prestigieux  
**CHARUDITT MISHRA**, le spécialiste  
 indien des panthères des neiges

Conférence unique en France !

pour plus de détails : [www.parc-des-felins.com](http://www.parc-des-felins.com) - 01 64 51 33 33

In addition to promoting Dr. Mishra’s talk as part of the ‘unveiling’ of baby Daina, Parc Des Felin embarked on a public media campaign in France to help spread awareness about the plight of the snow leopard. Gregory Breton, Curator and co-chair of EAZA Felid TAG, developed ads to be featured on large bill boards throughout East Paris, such as the one above, with a plan for approximately 650 total ads. We are honored to partner with Parc des Felins and admire their creative and unstoppable drive to promote snow leopard conservation.



## Plan a Snow Leopard Day Event at your zoo...



The Snow Leopard Trust and Seattle's Woodland Park Zoo celebrated the fourth annual **International Snow Leopard Day**. August 2010, WPZ organized activities to teach their visitors about snow leopards and how WPZ partners with the Snow Leopard Trust to save the endangered cats. Face painting, puppet shows, conservation talks, music, and loads of fun activities made for record gate sales!

We hope that **International Snow Leopard Events** will expand to other zoos around the world. Call it Snow Leopard Fest, Winter Wonderland or International Snow Leopard Day—take one day or a weekend out of the year to raise awareness about these amazing cats and the efforts to save them. These events attract visitors, *especially kids and families*, promote Snow Leopard Enterprises, and are a great PR boost and photo opportunity. Contact the Trust for brochures, photos, and other ideas for the event!

**Make Your Event a Success:** Here are few activity ideas for making you Snow Leopard Day Event fun and educational:

- **Conservation Connections Cart**—mobile education cart with touchable items: snow leopard pelt, photos, maps, posters, handicrafts from the Snow Leopard Trust conservation programs, raw wool, models of snow leopard skulls, ibex horns, etc.
- **Puppet shows, children's story time, organized tracking activities for kids.**
- **Face painting and crafts for children**—Create snow leopard masks, snow leopard puppets, or decorate 'prayer flags'
- **Mock research station display** —Display SLT literature, maps, equipment
- **Tables with Snow Leopard Enterprises handicrafts for sale or display**
- **Snow Leopard Keeper Talks and Enrichment activities for resident cats**
- **Traditional Music and Dance performances**
- **Truck in snow for zoo animal enrichment and visitor recreation!**
- **Invite SLT staff to give conservation talks to the public at your zoo!**

## *In the Zoos: Audubon Zoo, LA*

### **Conservation Craft Sale**

Late November 2010 found the Education Department at Audubon Zoo buzzing with creativity. Staff members brainstormed ways to raise money to fund conservation projects.

After meeting Marissa Niranjani, Snow Leopard Trust Conservation Commerce Manager, at the AZAD conference, I knew partnering with them would be a win-win for everyone. On December 6<sup>th</sup>, we attempted our first Conservation Craft Sale. The education staff worked with zoo gift shop staff to set up a table for our “members only” shopping event. Unseasonably cold weather kept the masses at bay, but our staff convinced many shoppers to be eco-friendly and purchase gifts for a cause. Several members enjoyed learning about the Snow Leopard Trust and bought gifts for friends and family.

In an effort to raise awareness among zoo staff and visitors, we extended the sale and set up on various days in the volunteer lounge and even in the zoo. Staff and visitors alike loved the handmade ornaments, baby booties, hot pads and embroidered napkins. Overall, we made almost \$900 with about half going back to SLT. The remainder was deposited into a conservation account that will allow us to contribute to other conservation causes, such as the local Raptor Rehabilitation Unit.

Although we do not have snow leopards at our zoo, our partnership with SLT allowed us to address a conservation issue that otherwise would not have been mentioned. In March, we will set up a booth at the zoo’s Earth Fest to continue promoting Snow Leopard Trust and their efforts to make a difference with snow leopards, their habitat and the community partners they support.



***“Although we do not have snow leopards at our zoo, our partnership with SLT allowed us to address a conservation issue that otherwise would not have been mentioned.”***

~ Stephanie Joseph  
Youth Volunteer Coordinator  
Audubon Zoo



Audubon Nature Institute  
Celebrating the Wonders of Nature

## Hold a Teacher’s Training Workshop: Introduce “Engaging Students in Conservation” to teachers in your area! *Our new snow leopard curriculum and service learning project*

**Download this unique curriculum and hold a Teacher’s Workshop at your zoo!** *Engaging Students in Conservation* is a curriculum packet with five dynamic lessons that introduce students to snow leopards, their unique ecosystem and the peoples of Central Asia.

**Teachers are given easy ways to absorb students in the creative process of developing conservation solutions for real-life wildlife conflicts.**

**The curriculum also offers an alternative way for students to earn money for their school projects!** Students are guided through a service learning project in which they can sell conservation handicrafts made by herders in Mongolia. The herders help us save the cats, the students help the herders and cats – just by selling the handicrafts. It’s a great way to engage students in activities linked directly to conservation. **Find out more: download this free curriculum and introduce it to teachers in your area!**

*“The students were actively engaged in all of the lessons presented and really took on the roles and emotions of the activities.”*

~ Science Teacher

## *In the Zoos: Cheyenne Mountain Zoo (CMZ), CO*

### **Big Cat Bonanza Begins!**

In 2009, the Cheyenne Mountain Zoo (CMZ) raised over \$14,000 for snow leopard conservation alone through Quarters for Conservation (Q4C). This money supported a meeting of all the Snow Leopard Enterprise local coordinators, staff and environmental government leaders in Mongolia and CMZ sent staff member Megan Sanders to participate in the meeting. CMZ also began selling SLE products in their gift store.



*Megan Sanders visits SLT projects in Mongolia after raising \$14,000 as part of the Quarters for Conservation Program at the Cheyenne Mt. Zoo*

***This year, in addition to Q4C and selling SLE products, I wanted to increase our community involvement and reach out to the next generation of snow leopard conservationists in our area.*** I teamed up with a colleague, another Q4C project champion that supports the Amur Leopard and Tiger Alliance (ALTA) and the idea for a “Big Cat Bonanza” was born. Held in September 2010, **“Big Cat Bonanza” featured multiple cat-themed activities, crafts and information stations, designed to raise awareness about big cats; what makes them so unique and important, and their respective conservation efforts.**

Activities ranged far and wide. Children received Conservation Passports when they arrived and they then took them from station to station, learning about the cats through fun activities such as jumping, strength and endurance contexts, trivia games and more. Area dance troops performed animal inspired routines and the local college’s tiger mascot was on hand to provide some extra big cat fun! Kids even made enrichment items for the resident cats. Staff, docents and volunteers created an atmosphere of conservation awareness and inspired action in fun and memorable ways.



*Prowler, Colorado College’s mascot made the Big Cat Bonanza extra special for kids.*

**Attendance was beyond expectations. Within the first two hours, we saw more than 100 children and their families.** Big Cat Bonanza was a big success! We plan to host this event each year and already have plans to make it even bigger in 2011. We are looking forward to the final results of the Q4C votes this May. While we don’t know how much money will be allocated to snow leopard conservation this year, I do know that CMZ will continue to partner with Snow Leopard Trust and help support the invaluable work that they do on behalf of such an amazing animal.

~ Megan Sanders  
Animal Behavior Programs Manager





Snow Leopard Trust

# NPP Partnership Form

*Become a Natural Partnerships Program (NPP) Member*

1. Please complete or update the following contact information.

NPP Zoo Contact: \_\_\_\_\_

Title: \_\_\_\_\_

Zoo: \_\_\_\_\_

E-mail: \_\_\_\_\_

Phone: \_\_\_\_\_

2. Conservation Grant Amount: (check one) \*All increments are in US Dollars

- \$10,000 +
- \$5,000
- \$2,000
- \$1,000
- Other, Enter Amount \_\_\_\_\_

Gift store contact's name and e-mail:

\_\_\_\_\_

Your grant funding will support the following Conservation Projects:(read more on pages 2-4) The Snow Leopard Trust has on-going programs in China, India, Kyrgyzstan, Mongolia and Pakistan. **If you would like to sponsor a specific project for \$10,000 or more, please e-mail [jennifer@snowleopard.org](mailto:jennifer@snowleopard.org) to discuss other possibilities.**

- Long-term Ecological Study (LTES): South Gobi, Mongolia
- Livestock Vaccination and Husbandry Program: Pakistan
- Conservation Education Programs: India
- Livestock Insurance Program: India
- Community-based Conservation: Mongolia

3. Please e-mail Jennifer Snell Rullman or check below if you would like any of the following:

- DVD about the Snow Leopard Trust
- Information on selling conservation products in your Zoo Gift Store.
- Information on creating a Snow Leopard Event at your Zoo
- Curriculum packet.
- To Schedule a Snow Leopard Trust staff member to come present at your zoo

Was this packet useful? Did you implement any of the following ideas because you read about them in this packet?

- Snow Leopard Day Event or Festival
- Invite Snow Leopard Trust staff to present at a talk or event
- Selling conservation products in your gift store
- Using our new curriculum packet for teacher's workshop or other class?
- Other? Please explain:

For more information on the above, please go to [www.snowleopard.org](http://www.snowleopard.org) or e-mail [jennifer@snowleopard.org](mailto:jennifer@snowleopard.org).

Thank You!

## *Snow Leopard Network: Join the global network of experts!*



The Snow Leopard Network is a worldwide organization dedicated to facilitating the exchange of information between individuals around the world for the purpose of snow leopard preservation. More than 300 members make up the network including educators, researchers, conservationists, and other leading snow leopard experts in the public, private, and non-profit sectors. The network maintains a snow leopard bibliography so that members can access articles on any snow leopard related topic. **For no cost**, you can join this network of international people interested in providing ideas toward the survival of this species. Visit [www.snowleopardnetwork.org](http://www.snowleopardnetwork.org).

### *Have you visited our blog?*

*Do you want to feel even more connected to our in-situ conservation and research? You can by visiting [www.blog.snowleopard.org](http://www.blog.snowleopard.org). It is a great source of current information from our staff and field team. Meet all the cats currently fitted with collars, see photos of wild cats taken with remote sensor cameras, meet the research team, keep track of the cat's movements, and more.*



**A WAZA Project**  
The World Association  
of Zoos and Aquariums  
- United for Conservation -



**ASSOCIATION  
OF ZOOS &  
AQUARIUMS**



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