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## **WILDLIFE CONSERVATION NETWORK ANNOUNCES PLANS FOR THIRD ANNUAL WILDLIFE CONSERVATION EXPO**

**Event Features Presentations from Isabella Rossellini, WCN Director, and Conservationists from Ground-Breaking Global Programs to Save Endangered Wildlife**

**LOS ALTOS, CALIF. – Monday, August 2, 2004** - The Wildlife Conservation Network (WCN), a nonprofit organization focused on funding community-based wildlife conservationists, today announced plans for its third annual Wildlife Conservation Expo. At this year's event, 14 of the world's leading animal conservationists will be on hand to give presentations about their conservation programs in Africa, Asia and South America. The Expo, which is open to the public, will be held on October 16<sup>th</sup> and 17<sup>th</sup> on the campus of Foothill College in Los Altos Hills, California.

"The Expo provides an opportunity for the public to meet and learn from some extraordinary people who are leading grassroots efforts to save endangered wildlife in key habitats around the globe" said Charlie Knowles, WCN Executive Director. "WCN is committed to raising visibility and funding for the work of these dedicated conservationists. In this regard, we are committed to allocate 100 percent of all donor gifts directly to support the work of their designated project recipients."

Featured speakers include Isabella Rossellini, international actress and model and WCN board member, along with Cynthia Moss of the African Elephant Conservation Trust and Dr. Cheryl Knott of the Gunung Palung Orangutan Project.

Other conservation groups represented include: African Wild Dog conservation project, Andean Cat Alliance, Cheetah Conservation Botswana, Cheetah Conservation Fund, Ethiopian Wolf Conservation Program, Save the Elephants, Snow Leopard Conservancy and the Okapi Conservation Project.

In addition to presentations from WCN supported conservationists, the Expo will feature displays from other local wildlife and animal welfare organizations. Wildlife art and gifts also will be on sale. Admission to the entire event is \$40. All proceeds go to support WCN conservation programs.

Expo hours are 10:00 am to 6:00 pm both days. Foothill College is located at 12345 El Monte Road, Los Altos Hills, California. For advance tickets and more information please call (650) 949-3533 or email [info@wildnet.org](mailto:info@wildnet.org).

### **About Wildlife Conservation Network**

WCN ([www.WildNet.org](http://www.WildNet.org)) was founded in 2002 to fund and foster individual conservationists focused on implementing community-based conservation programs in developing countries. WCN provides back office support—fundraising, marketing, administrative and technical expertise—to individual conservationists, enabling them to work more effectively and spend more time in the field. WCN uses a venture capital (VC) fundraising model based on the relationships that have evolved between high-technology entrepreneurs, investors and corporations. Acting as a very efficient VC, WCN identifies high-potential individual conservationists and projects, ensuring due diligence is completed up-front,

providing ongoing advisory services, and forging alliances between donor-"investors" and individual conservationists. WCN is the first to use this approach to fund and support worldwide conservation efforts.

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