

For Immediate Release

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DR. JANE GOODALL, DBE TO SPEAK AT SIXTH ANNUAL WILDLIFE CONSERVATION EXPO IN SAN FRANCISCO

Event Showcases Groundbreaking Global Projects to Save Endangered Wildlife

LOS ALTOS, CALIF. – Thursday August 23, 2007 - The Wildlife Conservation Network (WCN), a nonprofit organization focused on empowering community-based wildlife conservationists around the world, today announced plans for its sixth annual **Wildlife Conservation Expo** on **October 6, 2007**. Nineteen of the world's leading animal conservationists will give presentations about their critical efforts to save imperiled wildlife in Africa, Asia and South America. Straight from the frontlines of wildlife conservation, they will share with the audience an insider's view on the key strategies to secure a future for endangered species and their habitats. The Expo, which is open to the public, will take place at Mission Bay Conference Center in San Francisco.

Dr. Jane Goodall, DBE will deliver the keynote address. She described what the event means, "There are so many amazing people out in the field all over the world trying to study and save our endangered wildlife. By bringing this network of conservationists together, enabling these wonderful people in the field to share their messages, to inspire people, and hopefully to encourage those who can to support them, the Wildlife Conservation Network is doing so much for wildlife everywhere."

"This year's 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 Charles Knowles, WCN Executive Director. "WCN is committed to raising visibility and funding for the work of these dedicated conservationists. Accordingly, we continue to allocate 100% of all donor designated gifts directly to the projects specified."

The conservation organizations represented at the event include: Andean Cat Alliance (South America), Bonobo and Congo Biodiversity Initiative, Cheetah Conservation Botswana, Cheetah Conservation Fund (Namibia), Ethiopian Wolf Conservation Program, Kinabatangan Orangutan Conservation Project (Borneo), Painted Dog Conservation (Zimbabwe), People and Predators Fund (Tanzania), Proyecto Titi (cotton-top tamarin in Colombia), Saiga Conservation Alliance (Uzbekistan), Save the Elephants (Kenya), Small Cat Conservation Alliance, Snow Leopard Conservancy (Himalaya), Sri Lanka Wildlife Conservation Society, Wild Camel Protection Foundation, and special guest, the Jane Goodall Institute.

In addition to presentations from WCN-supported conservationists, the Expo will feature displays from other local wildlife and animal welfare organizations. Admission to the entire event is \$50 for adults and \$25 for students. All proceeds go to support WCN conservation programs.

Expo hours are 10:00 am to 6:00 pm. Mission Bay Conference Center is located at 1675 Owens Street, San Francisco (near AT&T Park). Advance tickets must be purchased to ensure an opportunity to hear Dr. Goodall speak. For tickets and more information, please call **(650) 949-3533**, click on www.wildnet.org, or email: info@wildnet.org.

About Wildlife Conservation Network

WCN (www.WildNet.org) is dedicated to protecting endangered species and preserving their natural habitats. Founded in 2002, WCN partners with independent, community-based conservationists around the world and provides them with the capital and tools they need to develop solutions for human-wildlife coexistence. WCN uses a venture capital fundraising model based on the relationships that have evolved between high-technology entrepreneurs, investors and corporations. 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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