

For the attention of the news team/press release desk.



CHILDREN TAKING ACTION TO PROTECT ENDANGERED SPECIES

Children from six preschools in Kent are currently contributing to a campaign that is aimed at raising funds that will buy radio tracking equipment to be used to help protect the Lemurs of Madagascar; currently identified as being at 'critical' risk on the protection register.

The children have decided to engage in two activities: The first action is about raising awareness of how we can support the Lemur population and during the week of 13 March, the children at six preschools along with their parents and staff will **be playing a game of 'hide and seek' with a difference**: One child will hide and will wear a transmitter, just like the 'collar' that will be given to the Lemurs, he/she will then be located by the other children using radio telemetry.



The event should be spectacular and a great deal of fun for the children and their families. It will be run in conjunction with fundraising for an extremely worthwhile cause and help children to understand how the trackers work, and much more about the importance of protecting wildlife around the world!

The second action is a bill-board campaign to raise awareness beyond the nursery community in order to promote donations. ***The children across the six settings are featured in a poster of a Lemur made up of a photograph of their own faces (below).***



The work is all part of an ongoing collaborative project, developed between Kent County Council Early Years and Child Care Service and the SchemaPlay Company, to focus on promoting Education for Sustainable Citizenship (ESC) in early childhood Education across the local authority. ***In education for sustainable citizenship it is not enough for children to just learn about the natural world, it is important that they learn that they can take action to protect it!*** The Lemur conservation project is being supported by the Aspinall Foundation, owners of Howletts and Port Lympne Wild Animal Parks.

When children play 'hide and seek' they alternate between the role of the 'hider' and the 'seeker' and begin to put themselves into another child's shoes. This type of play is particularly valuable because it helps develop empathy and the ability to recognise our interdependence with the natural world.

We would like to invite you to attend to report on this hide and seek event and we would therefore be grateful if your news team could contact either John@schemaplay.com or Lynnette@schemaplay.com to discuss this further. We can also be contacted on telephone numbers 07761 483974 (John) or on 07791 525259 (Lynnette).

We very much look forward to hearing from you.

Professor John Siraj-Blatchford and Lynnette Brock

