

Project Update: August 2001

At present, we are working with the assistance of professional people from the Graphic Art Design Cathedra in the University of Buenos Aires and two independent illustrators. They are working on a brochure, poster, sticker and folder to be used during the Campaign this summer. The brochure will be distributed among tourists visiting the coast, posters will be put in the stores and delivered to schools, sticker will be used to identify people (fishermen, store owners, etc.) supporting the Project, and folders will contain educational material to be delivered to Public and Private Schools in the Buenos Aires Province.

Three big signs with information about the species are going to be put in the Coast Guard Offices at San Bernardo, Villa Gesell, and Bahia San Blas. The signs are ready, but we cannot use it until have official permissions to place them.

All these material include the logos from Whitley and Rufford Foundation, Wildlife Trust, Fundacion AquaMarina, Prefectura Naval Argentina (Coast Guard) and from the County Halls involved in those areas. People are doing this work as volunteers after knew about the Project, so no extra expenses are going to be reported for their work as designers. This behaviour is rare especially in a country where the economy has been going down every day since the last year, but more people has been excited for giving any kind of support after receiving the award.

The Campaign will start next September in Schools and will run for three months. Since next November to March we will be working in the coast, testing a new acoustic alarm for reducing the dolphin's entanglement. This is the best time to start with the Conservation Campaign aimed to General Public. More than 4 million people visited the beaches last year, so we expect to have good results from this work.