

News Release



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U.S. Fish and Wildlife Service Partners with Go Ape to Promote Great Ape Conservation

On Endangered Species Day, May 20, 2011, the U.S. Fish and Wildlife Service will launch a partnership with Go Ape USA to support the Great Ape Conservation Fund. The partnership will open with the unveiling of educational boards at the Go Ape treetop adventure course in Rockville, MD. The boards, depicting five species of apes, aim to provide Go Ape visitors with valuable information about ape populations and provide tips on how individuals can assist in conservation efforts. Go Ape will also donate \$5 from every ticket to the Great Ape Conservation Fund for each booking made using the code “GR8APE” for the days of May 20-22.

“During the past 11 years, the Great Ape Conservation Fund has supported activities and research related to infectious diseases, law enforcement, conservation education and safeguarded habitats for gorillas, chimpanzees, bonobos, orangutans, and gibbons,” said Rowan Gould, Acting Director of the U.S. Fish and Wildlife Service. “Partnerships like the one with Go Ape are vital to enable us to continue our mission of helping these great animals beat the odds of extinction.”

The educational boards will feature fun facts, photos and other educational information about each species, as well as information on how to live a more sustainable life to help protect the habitats these animals rely on for survival. All of the world’s great ape species are threatened with extinction due to habitat loss, disease outbreaks, illegal hunting and numerous other activities that negatively impact

their survival. Go Ape will place the boards in each of the stockades on the course so participants can learn about the apes as they navigate ziplines, Tarzan swings, rope ladders, bridges, swings, and trapezes among the treetops of Rock Creek Regional Park, located in Rockville, MD.

“A partnership with the U.S. Fish and Wildlife Service’s Great Ape Conservation Fund is the perfect fit for the Go Ape brand. We encourage visitors to get outside and unleash their inner ape, so providing information about how visitors can help prevent the extinction of great apes makes perfect sense to us,” commented Dan D’Agostino, managing director of Go Ape USA. “We are very excited to play an active role in protecting endangered species by connecting our visitors to this important information while they’re up in the trees acting like apes.”

To make a reservation for May 20-22, visit www.goape.com and use code “GR8APE.” Go Ape will donate \$5 from each ticket purchased using the code to the Great Ape Conservation Fund to celebrate Endangered Species Day.

The mission of the U.S. Fish and Wildlife Service is to work with others to conserve, protect and enhance fish, wildlife, plants and their habitats for the continuing benefit of the American people. We are both a leader and trusted partner in fish and wildlife conservation, known for our scientific excellence, stewardship of lands and natural resources, dedicated professionals and commitment to public service. For more information on our work and the people who make it happen, visit www.fws.gov. Connect with our Facebook page at www.facebook.com/usfws, follow our tweets at www.twitter.com/usfwsHQ, watch our YouTube Channel at <http://www.youtube.com/usfws> and download photos from our Flickr page at <http://www.flickr.com/photos/usfwsHQ>.

Go Ape is a highly interactive treetop adventure where participants are equipped with harnesses, pulleys and carabineers and receive a 30-minute training session before they are turned loose into the forest canopy. The courses, which can be completed in two to three hours, feature a series of zip lines, Tarzan swings, rope ladders, bridges, swings, and trapezes. Catering to all skill levels, participants are encouraged to live life adventurously, push themselves and turn I can’t into I can. To join the tribe, become a fan of Go Ape USA on Facebook or follow Go Ape USA on Twitter. To see video of the Go Ape experience, visit the YouTube channel at www.youtube.com/goapeusa.