



WORLD CHIMPANZEE DAY

In an effort to galvanize both wild and captive chimpanzee care and conservation communities, as well as engage our collective audiences and networks, a group of organizations is leading World Chimpanzee Day to be held on July 14.

July 14, 1960, is the day Dr. Jane Goodall first stepped foot in what is now Gombe Stream National Park to study wild chimpanzees. Dr. Goodall called attention to the remarkable chimpanzee and to this day six decades later advocates on their behalf.

In honor of humans' closest cousin, World Chimpanzee Day is a celebration of chimpanzees and an opportunity to raise awareness about the vital need for worldwide participation in their care, protection and conservation in the wild and in captivity.

Goals of World Chimpanzee Day:

- Celebrate humans' closest cousin in the animal kingdom;
- Raise awareness about threats they face in the wild including habitat loss, disease, and wildlife trafficking; and
- Promote their proper care in captive situations.

The founding organizations for World Chimpanzee Day aim to empower communities everywhere to take action on behalf of chimpanzees to ensure a secure and hopeful future for this magnificent species.

"The more I came to learn about chimpanzees the more I came to realize how like us they are ... Finally we realize we are a part of the animal kingdom not separate from it."

– Dr. Jane Goodall, DBE
Founder, the Jane Goodall Institute &
UN Messenger of Peace





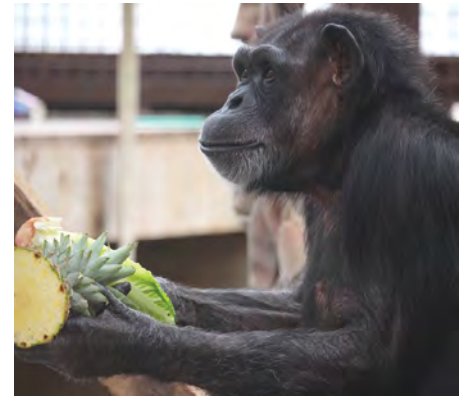
CELEBRATE CHIMPANZEES

Through the groundbreaking research of Dr Jane Goodall and the scientists who followed her, we now know so much more about the many behaviors we share with our great ape cousins, including tool making and use, communication, and altruism, among so many others. The more we learn, the more important it is that we celebrate our connection and responsibility to protect these complex and intelligent beings.



CONSERVE CHIMPANZEES

Chimpanzees are highly endangered. 100 years ago, there were an estimated 1-2 million chimpanzees across 25 countries in Africa. Today, there are as few as 350,000 wild chimpanzees across the continent of Africa. We must each do our part to turn those numbers around, by ending habitat loss, illegal pet and bushmeat trades, and all of the other threats facing our closest living relatives.



CARE FOR CHIMPANZEES

Chimpanzees are kept in captivity in a variety of ways including biomedical research, the entertainment industry, as illegal "pets" or in unaccredited roadside "zoos". In these environments, they are often deprived of essential physical, emotional and social conditions that allow them to thrive. We aim to educate and promote legislation to end these conditions, promoting the enhanced welfare they deserve.

GET INVOLVED: WORLD CHIMPANZEE DAY JULY 14

worldchimpanzeeday.org
[#WORLDCHIMPANZEEDAY](https://www.facebook.com/worldchimpanzeeday)

We're celebrating the first ever #WorldChimpanzeeDay this July 14th! Through this annual celebration, we celebrate and honor these complex beings, and commit to take action to protect chimpanzees in the wild as they face extinction, as well as to ensure their best welfare in captive settings around the world.

Join the celebration by:

- Sharing about World Chimpanzee Day on social media using hashtag #WorldChimpanzeeDay;
- Hosting an event or opportunity for your audiences to learn about chimpanzees;
- Promoting positive consumer behaviors with your audiences that can benefit chimpanzees such as cell phone recycling and avoiding products with unsustainable palm oil.

QUESTIONS? READY TO GET STARTED?

Contact the World Chimpanzee Day NGO committee via email at Facebook at [facebook.com/worldchimpanzeeday](https://www.facebook.com/worldchimpanzeeday).