

BIODIVERSITY

Communications Toolkit

NEWS RELEASE

NEWS RELEASE

NEWS RELEASE

The search is on for (area's) answer to David Attenborough

(DATE)

(Area) Council has launched a competition aimed at encouraging children to enjoy Scotland's outdoors.

The competition is open to three age groups (under 5s; 5 to 9 years and 10 to 12 years) and encourages young people to use their talents – photography, drawing and story writing – to demonstrate what they know about the area's biodiversity. Prizes include x and x.

Entrants are invited to capture (area's) rich variety of wildlife and nature in words or pictures. This could either be a photograph, a drawing or a short story.

(Name), (job title) at the council explains: "You don't have to travel far to take part in this competition. Animals and plants are all around us and the outdoors offers lots of things to enjoy, as well as the opportunity to learn more about the country we live in.

"If you have a garden, explore it further to find different species you may not have realised were there. If you don't have a garden or you want to explore further then ask a parent or guardian to take you to a local park to see what habitats you can find."

Scotland has 242 species of birds, 63 different mammals and 10 species of reptiles and amphibians.

The winning entries will be selected by a panel of judges and will be chosen on how well they reflect the variety of living things that exist in our community.

(Name) continued: "We are all part of Scotland's incredible variety of living things – the animals and plants that exist everywhere around us. This is our biodiversity. It is disappearing, but we can all help to protect it.

"Enjoying the variety of life around us is the first step towards protecting our biodiversity; once we understand it we can then learn to enhance and protect it."

When you are happy with your entry send it to (contact details) by (date). State your name, age, address and phone number. Winners will be announced by (name) on (date).

For further information and for hints and tips please visit (website).

-ends-

For further information please contact (name) on (telephone numbers)

BIODIVERSITY

Communications Toolkit

Notes to editors:

- Biodiversity is the rich variety of life which exists on Planet Earth. It concerns all species of plants and animals, their genetic variation, and the range of habitats upon which all living things depend. It encompasses the whole of the natural world, not just the rare or the endangered. It touches and benefits all aspects of our lives.