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Call of the wild: Endangered species ringtones start conservation conversation

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The calls of endangered whales, birds and frogs are being heard across the country, with an environmental group providing them free of charge as cell phone ringtones.

More than 700 of the ringtones are being downloaded daily, according to the nonprofit Center for Biological Diversity.

"The wildlife ringtones are catching on — over 10,000 people in the last two weeks have sent our free ringtones to their cell phones," said center conservation director Peter Galvin in a press release Monday.

"Ringin' phones are now starting conversations about the need to protect endangered species. The orca is currently the most popular, but we hope to add the polar bear, gray wolf and dozens more species soon."

Endangered species information and ringtones can be downloaded from <http://www.rareearthtones.org>.

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