

Video of news segment online (w/ Peter Galvin):

<http://abclocal.go.com/kgo/story?section=local&id=5136412>

Download A Ringtone, Help The Environment

Site Offers Free Animal Ringtones

By Laura Anthony

Mar. 21 - KGO - Fifty-thousand cell phone users have opted out of their standard ringtones in search of something more unusual to alert them to an incoming call -- and it's all for a good cause.

Tired of that boring blare from your cell phone? Why not try something a bit more exotic like a call from the wild?

The roar of a polar bear is just the latest wildlife ringtone added to the Web site www.rareearthtones.org. A project of [the Center for Biological Diversity](#), the site features the chirps, croaks and howls of more than 40 rare and endangered animals from around the world, like the spotted owl.

[Peter Galvin, Center for Biological Diversity](#): "Every person who finds about the ringtones is also finding out and thinking about the issue of endangered species conservation."

Since the site went online in December, cell phone users from 50 countries have downloaded 50,000 ringtones, with the wolf and the orca whale being the most popular.

There is no charge for the ringtones because the idea is to raise awareness, not money.

We checked with animal lovers at the Oakland Zoo to see whether they'd like the cries of a rare creature announcing their cell calls.

ABC7's Laura Anthony: "Why wouldn't you put it on your phone?"

Stephen Walker, Zoo Visitor: "I'm just lazy, truth be told. If it takes more than two clicks, it's just a phone."

Others were more receptive.

Brian Winters, Zoo Visitor: "More of a frog than a polar bear. I like reptiles. I've got several of those at home."

Victor Alm cares for the zoo's rare bats.

Victor Alm, Rare Bat Keeper: "I think anything that can raise awareness toward the plight of endangered species is a good thing."

After all, it's not often you can send a message by the ring on your phone.

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