## **Gear Live**

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## Save the Endangered with Free Wildlife Ringtones

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Everybody wants to get in on the ringtone bandwagon, including New Mexico's Center for Biological Diversity. The center is hoping that having a Mexican Spotted owl let you know you have received a call will draw attention to its being an endangered species. Free to download, 24,000 activists have already done just that at CBD's web site.

Studies have shown that by 2008, up to 30% of wireless users are likely to forgo their land lines in favor of <u>cell phones</u> with Internet capability. That will be one heck of a demonstration. It's certainly enough to draw attention to a person whose current ringtones come from her cat's whining when she wants to play.