http://www.kfmb.com/features/consumer_alert/story.php?id=75109

Website Offers Free Endangered Species Ring Tones Last Updated: 12-28-06 at 7:15PM

Can cell phones save our endangered species? A wildlife conservation group thinks so. It's come up with an innovative way of reminding people that thousands of animal species are in danger of disappearing.

They are the sounds of Mother Nature -- the soothing song of the Orca, the echoing cries of the Beluga, and now they can also be the sound of your cell phone.

"Many people have rings of television and rock music rifts but very few people have rings of an endangered California red legged frog or a California spotted owl," David Hogan of the Center for Biological Diversity said.

The Center for Biological Diversity is hoping to change that by having you swap your Fergie for a frog. The non-profit is offering free cell phone ring tomes with the sounds of dozens of endangered and rare species. You simply visit RareEarthRingtones.org, send the sound to your phone, and it will be chirping, croaking or singing in no time.

"The whole idea is to bring people's attention to the endangered species crisis by giving people something to use everyday that is actually kind of cool," Hogan said.

The program was created to raise awareness about the plight of endangered species. By replacing your traditional cell phone ring with the sound of your favorite owl or amphibian, the center hopes people will answer the call for more conservation.

You can download the rings for free, but you do have to enter your email address.