



## All Headline News

### Center For Biological Diversity Uses Free Endangered Wildlife Ringtones To Save Endangered Species

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Albuquerque, NM (AHN) - The Center for Biological Diversity has begun a new project in raising awareness for endangered species, called "endangered wildlife ringtones" and it's absolutely free.

The environmental group hopes that more and more people will hear the sounds of these threatened animals, and become interested in saving the rare animals and birds.

Michael Robinson, a conservation advocate at the Center for Biological Diversity's office in Pinos Altos, New Mexico said, "The point here is education and inspiration."

So far, 24,000 cell phone users have downloaded the ringtones from the center's website, <http://rareearthtones.com/ringtones>.

According to a study by the New Politics Institute, four in five Americans 18 and above have cell phones. As many as 30 percent wireless users are estimated to forego their fixed lines by 2008. Almost all cell phones are expected to be tied somehow to the Internet by then.

Peter Leyden, director of the Institute said, "With the ringtones, this is the tip of the iceberg." He says the impact of "mobile media" on political and social campaigns can be remarkable in the future.

Katrin Verclas, executive director of the Nonprofit Technology Network said, "Nonprofits have been using online tools such as Web sites and e-mail to get out a message, but the handwriting is on the wall as far as the possibilities for mobile devices to be added to that mix." Adding, "Mobile phones are just another piece of the equation. There is still so much room or experimentation."

Peter Galvin, co-founder of the Center for Biological Diversity says he came up with the idea to create awareness among the younger tech savvy crowd: "And with young people, it has to be interesting and it has to be cool."

The free Website allows you to take a listen to all of the wildlife ringtones including the Blue-throated Macaw, Beluga Whale, Band-bellied Owl, Mountain Yellow-legged Frog, Yosemite Toad, or any other 40 endangered wildlife species listed on the site.

The site also features the calls of over a dozen endangered and threatened North American frogs and toads like the Houston Toad - it's found only in a few locations in Texas. And the rings also include more than two dozen species of owls like the California Spotted Owl, a bird that appears to be quickly disappearing from the Sierra Nevada and Southern California forests.

Verizon subscribers need to have PIX messaging enabled in order to receive the ringtones and users of other carriers will need to have web browsing capability on your cell.

Although the ringtones may appear to be amusing, Robinson believes they are serious business in saving animals from extinction.

He said, "We can get people thinking about something outside their immediate world, a more wilder world."