

# CBS-13 Sacramento

## **New Ring Tones Benefit Endangered Species**

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*(CBS13) SACRAMENTO* Using your cell phone to protect endangered species? The idea: change the ring tone on your cell phone, and help change the world.

Chances are you've never heard of the Band-Bellied Owl or a Peruvian Plantcutter, a type of bird. Environmentalists hope to change that with each call made to your cell phone. They're calls of the wild you can download to your cell phone for free. Rare and endangered species of frogs, owls and an orca, which is the most popular ring tone.

Will these unusual sounds translate into an education of an endangered species and the importance of conservation?

The Center for Biological Diversity is offering the free ring tones through [rareearthtones.org](http://rareearthtones.org). With more than 10,000 downloads of the free tones since last month, it's your way to improve conservation efforts around the world.

It wasn't easy getting some of the 45 ring tones now available. One researcher ventured into East Asia in the winter to track the elusive Blakiston's Fish Owl. Only a few hundred exist.