

## Plenty Magazine

### Cell Phone Activism

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Bumper stickers, stuffed animals, and sweatshirts are so last century when it comes to bringing attention to the plight of endangered species. Now you can download a ringtone. Hooting owls, ribbiting frogs, and singing whales are just a few of the choices available to cell phone owners from the Center of Biological Diversity, which now [offers](#) nearly 50 animal sounds from species of the sky, land, and sea.

People at the non-profit group hope that the ringtones will help attract younger activists, according to an article from the [Associate Press](#).

Peter Galvin, a co-founder of the Center for Biological Diversity, came up with the idea for the free ringtones of endangered and rare species as a way to educate people -- especially the younger, technologically savvy generation. "And with young people, it has to be interesting and it has to be cool," he said.

One in 10 Americans owns a cell phone, but has no landline, according to a study by the [Pew Research Center](#). Nearly half of that group is under 30. By using new forms of media like cell phone rings to bring attention to the issue, maybe, just maybe, awareness of endangered species will grow.

"We can get people thinking about something outside their immediate world, a more wilder world," said Michael Robinson, a conservation advocate for the center, in the article.

Robinson's grammar might be a bit off, but he's right on with his belief that cell phone ringtones are trendy. We know that from the ringtones we hear in our office ([Honky Tonk Badonkadonk](#), anyone?). But to really bring attention to the threats to endangered species, a little more action may be necessary.