



Celebrate the First Ever World Chimpanzee Day with Team Jane!

What you need to know:

The Jane Goodall Institute global network of chapters and Roots & Shoots offices celebrates the FIRST EVER World Chimpanzee Day in honor of the day, July 14th 1960, when our founder, Dr. Jane Goodall, first stepped foot in what is now Gombe Stream National Park to study wild chimpanzees. Dr. Jane Goodall opened our eyes to the wonder of this extraordinary species. As Dr. Goodall called attention to the remarkable behaviors and lives of wild chimpanzees and continues to advocate on their behalf, we now carry the torch, taking that message and work to conserve this species even further. **World Chimpanzee Day (WCD) is a celebration of humans' closest cousin and an opportunity to raise awareness about the vital need for worldwide participation in their care, protection and conservation in the wild and in captivity.**

How to get started:

- **Start a fundraiser for chimpanzees:** Join Team Jane at janegoodall.org/teamjane. If you've already signed up for Team Jane, or if you're registering for the first time, you can choose to make your fundraising campaign focused on celebrating World Chimpanzee Day by selecting "Celebrate World Chimpanzee Day" on the "Start Fundraising" page.
- **Contribute to a fundraiser for chimpanzees:** If you know someone fundraising for chimpanzees through Team Jane or want to find one, explore our Team Jane World Chimpanzee Day pages in the 'Top Fundraisers' tab, or search for a specific fundraiser on the homepage.

Share your campaign with your networks!

Use your social platforms, email, and even direct mail (using recycled materials whenever possible!) to spread the word about your fundraising goals and your love of chimpanzees! Use our Team Jane social graphics, email and mail templates to get started. Make sure to tag JGI @janegoodallinst on social media (Dr. Jane Goodall Fb.com/janegoodall on Facebook) and use #worldchimpanzeeday #teamjane so we can showcase your hard work!

Resources:

Let the world know both how amazing chimpanzees are, and how at risk if we don't each do something to save them.

- Read and share our World Chimpanzee Day blog at bit.ly/chimpdayjgi
- Join our Facebook group: facebook.com/groups/teamjanegoodall
- Find more graphics, printables and shareables on the resources page at janegoodall.org/teamjane
- Visit worldchimpanzeeday.org for more information and resources.