

Media Advisory

NATIONAL GEOGRAPHIC'S 'WILDCAM: BELIZE REEF' TO BE UNVEILED *Life at Coral Reef Can be Viewed Live Worldwide, With Support* *From United Nations Foundation and International Union for Conservation of Nature*

WHAT: National Geographic introduces its newest WildCam, a remote-imaging tool for research and conservation. WildCam: Belize Reef — which allows people around the world to view video of the daily activities of fish, turtles, sharks, lobsters, corals and more off the coast of Belize — is the latest addition to the WildCam program. It is a pilot for a larger program of WildCams in World Heritage sites, developed in partnership with the United Nations Foundation and the International Union for Conservation of Nature.

The Belize Barrier Reef System is part of the second longest reef system in the world and a World Heritage site inscribed in 1996. The system's seven sites illustrate the evolutionary history of reef development and are a significant habitat for threatened species, including marine turtles, manatees and the American marine crocodile.

Coral reefs are among the most productive and diverse ecosystems on Earth. More than just pretty places, they are vital to ocean health and the world economy, providing food, marine habitat, ingredients for medicines and income from tourism. They also protect shorelines from storms and erosion and absorb CO₂ from the atmosphere, counteracting global warming.

National Geographic's WildCam program is a conservation initiative to connect people via the Internet to the world's last remaining wild places. Using cutting-edge, live-streaming remote video technology, WildCam allows viewers all over the globe to see animals in motion — live and in real time — in the last strongholds of wilderness. Viewers can watch elephants teach their young in Africa, see grizzlies pounce on salmon in Alaska and witness polar bears negotiating the Arctic ice.

WHO: Kyler Abernathy, National Geographic Remote Imaging
Torre Stockard, National Geographic Remote Imaging
(Kate Dodson or Erika Harms, United Nations Foundation)
(XX, IUCN?)

WHEN: Tuesday, Oct. 7, 2008, 1130 CET, press conference at 1400 CET

WHERE: “Protecting Planet Ocean” workshop, Plenary B, World Conservation Congress. Press conference in Main Press Conference Room. Also, WildCam display in Marine Pavilion, Oct. 6-9.

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ON WEB: www.nationalgeographic.com/wildcam
<http://video.nationalgeographic.com/video/wildcambelize>
[www.Friendsof WorldHeritage.org](http://www.FriendsofWorldHeritage.org)

NOTE: Abernathy and Stockard also will discuss WildCam at a National Geographic press coffee at 1000 CET Wednesday, Oct. 8, in the Media Centre’s press lounge.

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