

*New United Nations designation for the Jane Goodall Institute . . .*

**For Immediate Release**

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*New United Nations designation for the Jane Goodall Institute*

*Recognizing JGI's education, conservation and development work and the Institute's ability to reach a broad audience with information and messages in line with U.N. objectives, the United Nations Department of Public Information (DPI) has approved a formal association with the Jane Goodall Institute.*

*The association means JGI will continue raising public awareness about issues of global concern including environmental and humanitarian education, sustainable development and conservation, and will help advance major U.N. initiatives such as Earth Day and World Refugee Day.*

*"The designation will be invaluable as we expand our base of programming around the world and as we seek to lend our conservation and education expertise to important programmes the U.N. has underway," said Fred Thompson, President of JGI-USA. JGI has begun exploring ways to bring Roots & Shoots programming to youth in refugee camps through UNHCR and is emphasizing outreach to indigenous communities. In addition, JGI will formulate community conservation activities for the Central African World Heritage Forest Initiative, a collaborative effort led by UNESCO and FAO that aims to develop a mechanism to sustainably manage natural resources by reinforcing government and local community capacity.*

*In April 2002 U.N. Secretary-General Kofi Annan named Jane Goodall a United Nations "Messenger of Peace." Messengers help mobilize the public to become involved in work in a variety of areas including the environment.*

*DPI offers associated NGOS a variety of resources including: weekly briefings on a range of global issues; an annual conference for NGOs; and access to all open meetings of UN bodies, DPI media libraries, and the NGO Resource Centre, which includes a wealth of information on UN activities and issues related to NGO work.*

*Founded in 1977, the Jane Goodall Institute continues Dr. Goodall's pioneering research into chimpanzee behavior, research which transformed scientific perceptions of the relationship between humans and animals. Today, the Institute is a global leader in the effort to protect chimpanzees and other animals in their African habitats and is widely recognized for establishing innovative, grassroots wildlife conservation, economic development, and education programs in more than 70 countries around the world.*