

WORLD CHIMPANZEE DAY JULY 14, 2021



To celebrate World Chimp Day, encourage your audiences to **explore, act, and "get social"** to be champs for chimps!

EXPLORE

Be a citizen scientist—from the comfort of your own home.

Join [Chimp&See](#) and more than 5,000 volunteers worldwide who contribute to this important research project. View photos or short video clips and report what species you observe to help researchers identify and document wildlife in chimp home range. What do you need to contribute? Just a device (computer, tablet, or smartphone), an internet connection...and your curiosity!



Abrams is an up-and-coming alpha male in Ngogo.

ACT

Wear Your Chimp Support!

All proceeds from our [annual T-shirt campaign](#) go toward Chimpanzee SAFE conservation projects. Available for purchase July 1, 2021 - July 21, 2021.

Shop FSC Products

Let your choice be your voice at the grocery, office, and beyond! Every [FSC-certified product](#) you buy -- from lumber to furniture, and from paper to tissue -- helps promote responsible forest management. And that protects critical habitats for chimps.

Look for the Chimp 5K this Fall!

Register to walk, roll, or run—[5K for World Chimp Day](#), our global community's virtual 5K, to show your support. All proceeds go toward Chimpanzee SAFE conservation projects.

Support the Chimp SAFE Field Projects

**GOUALOUGO
APE TRIANGLE**

Republic of
Congo

**NGOGO
CHIMPANZEE
PROJECT**

Uganda

**TONKOLILI
CHIMPANZEE
PROJECT**

Sierra Leone

GET SOCIAL!

Join with Chimp SAFE and the Pan-African Sanctuary Alliance (PASA) in their "Not a Pet" campaign.

Much content shared online showing primates may seem cute, funny, or heartwarming. But content that encourages people to think of primates as pets fuels the illegal pet trade and creates conditions for poor animal welfare.

Helping our audiences identify the difference between content that supports actual conservation organizations can help reduce the reach of content that fuels the illegal wildlife trade and the exploitation of primates.

THE THINGS YOU CHOOSE TO "LIKE" AND SHARE MATTER!

Shared social media posts can have unintended consequences--like driving demand for primates as pets.

Here are some things to look for **before** you share that cute primate post.



Share posts of non-human primates in their natural habitats or those designed for their specific needs--**not** those in people's homes.



Share posts of non-human primates **without** diapers, clothes, makeup, or leashes.



Share content from accredited zoos and sanctuaries. *Tip:* Look for GFAS, AZA, or PASA accreditation.