



Innovation for Biodiversity Photo Contest Announcing a Call for Entries with available prize fund of \$3,000

National Geographic, Adventure Ecology, and the United Nations Environment Programme partner for International Photo Contest celebrating biodiversity

World Environment Day (WED) 2010 is aimed to be the biggest, most widely celebrated, global day for positive, environmental action. As 2010 is the International Year of Biodiversity, an integral theme to this day is Many Species, One Planet, One Future. To celebrate a future rich in biodiversity, The United Nations Environment Programme (hosts of World Environment Day), alongside National Geographic and Adventure Ecology, are inviting everyone to participate in the Innovation for Biodiversity Photo Contest.

The Innovation for Biodiversity Photo Contest seeks photos that highlight innovative solutions for ending the biodiversity crisis and safeguarding our planet's irreplaceable natural wealth. There is a \$3000 prize fund available for the winners.

Contest Details: The contest is now open for entries, which can be submitted until May 31st, 2010. It is international in scope and open to all eligible contestants 13 and over. To enter, simply upload a photograph of efforts to end biodiversity loss or safeguard our planet's natural resources, long with a 200 word description of the photo. No photograph? You can still participate by voting for your favorite entries. Voting is open until June 4th, 2010. Finalists are announced World Environment Day, June 5th, 2010. A panel of judges from the United Nations Environment Programme, Adventure Ecology, and National Geographic, as well as independent photography experts will select and notify the winners by no later than June 25th, 2010.

Prizes: The winning photograph receives \$1,500, the runner up \$1,000, and the photograph that receives the most votes before June 4th, 2010 receives \$500 as crowd favorite. Winners are also featured on the World Environment Day and National Geographic web sites.

Enter the Innovation for Biodiversity Photo Contest, and view full competition details:

<http://myoocreate.com/challenges/2>

Why Biodiversity? The UN has declared 2010 as the International Year of Biodiversity. One of the main goals of this year is to promote innovative solutions to reduce the threats to biodiversity, as we are currently in the midst of the greatest extinction crisis since the one that wiped out the dinosaurs 65 million years ago. Human activity is driving this mass extinction, and it is threatening the natural capital that drives our societal well-being and economic prosperity. Our society is undermining its own life support system, and it's time to step up and make a change.

There are many different, innovative approaches for protecting threatened and endangered species, for conserving and restoring ecosystems, and re-thinking our relationship with the earth to end the biodiversity crisis. Examples include: sustainable agriculture and fisheries practices; conservation programs that engage local communities; seed banks that ensure the survival of plant species; the design and development of products that use only sustainably sourced materials; programs to control invasive species; the creation of city farms; green strips; and so on.

This contest is designed to raise awareness of projects and actions that help save and restore biodiversity. By collecting photographs that tell the story of efforts to end this crisis, it seeks to increase the engagement around this striking and complex problem, and usher in a thriving future where many species can coexist on our one planet.

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About National Geographic: The National Geographic Society has been inspiring people to care about the planet since 1888. It is one of the largest non-profit scientific and educational institutions in the world. Its interests include geography, archaeology and natural science, the promotion of environmental and historical conservation. <http://www.nationalgeographic.com>

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About World Environment Day (WED): Commemorated on 5 June since 1972, WED is one of the principal vehicles through which the UN stimulates worldwide awareness of the environment and encourages political attention and action. WED provides a human face to environmental issues, enabling people to realize not only their responsibility, but also their power to become agents for change in support of sustainable and equitable development. WED is also a day for advocating partnerships among all stakeholders or perhaps, more correctly, among all species living on this one planet and sharing a common future. <http://www.unep.org/wed/2010/english/>

About Adventure Ecology: Adventure Ecology undertakes adventures and tells compelling stories in order to raise awareness of environmental and social issues while driving innovative, real world solutions. Adventure Ecology wants to continue to inspire and help contribute towards a smarter 'Planet 2.0' way of living by encouraging and facilitating more two-way conversations, using inspiration and collaboration to drive innovation and co-creation. For more information on Adventure Ecology's current adventure visit: <http://www.theplastiki.com>

About Myoo Create: Myoo Create is a new online community for social and environmental innovation, conceived and launched by Adventure Ecology. Myoo Create runs competitions that help organizations tackle social and environmental challenges. Myoo Create aims to harness mass collaboration, bringing me + you (myoo) together to generate the rapid, large scale innovation needed to address the world's pressing environmental and social issues.

"Myoo Create and our partners at Adventure Ecology believe in the role of stories to spur innovation, and the power of a picture to tell a story. We're excited to work with National Geographic, UNEP, and the crew aboard <http://www.theplastiki.com> to help spread the story about not just the biodiversity crisis, but possible solutions, spurring greater innovation towards a sustainable relationship with the earth."