



Jungle Fever - new campaign to save our beautiful rainforests through our power as consumers - launched today.

21 March 2011
Climate Week.

A new awareness and fundraising campaign that aims to use social media to change the shopping habits of UK consumers is launched today. Many people are unaware that by buying everyday products containing unsustainable palm oil and soy, they are contributing to the annual destruction of 28 million acres of rainforest.

Awareness: Jungle Fever is asking everybody to sign a pledge via Facebook <http://www.facebook.com/pages/Jungle-Fever/> to avoid products that are contributing to the destruction of our beautiful rainforests. These include any foods from margarine and bread to cereal and pizza, containing unsustainable soy or palm oil and wood and paper products that don't come from responsibly managed forests. The Jungle Fever Forest Friendly Shopping Tips and PDF downloadable List. www.coolitschools.com/forest-friendly-shopping-tips *

Jungle Fever is a 'win win' campaign because eating fresh seasonal food is great for UK farms, your health and our world's magnificent rainforests.

Fundraising: The Campaign is in partnership with four world rainforest charities and one UK forest conservation project, working at the cutting edge of conservation: [Rainforest Concern](#), [Cool Earth](#), [the Zoological Society of London \(ZSL\)](#), [Size of Wales](#), the Forestry Commission's National Pinetum at Bedgebury, Kent.

Support these brilliant organisations by donating at <http://www.buzzbnk.org/junglefever> so they can continue to protect vulnerable forests.

Fun Fundraising Tools

Rumble in the Jungle quiz pack, available when pledging £10 to the campaign, is full of entertaining, educational questions covering the culture, science and wonder of trees. For schools, pubs, families, work place and community groups. Have a whip round afterwards to raise the donation.

Rainforests are precious and are vanishing fast. They contain half the world's wildlife and represent home for many people. Vital for creating oxygen and absorbing more carbon dioxide than the entire world transport system produces, they also control global weather patterns and contain the ingredients to cure disease. Rainforests help earth function as a complete ecosystem.

If the current rate of deforestation continues, in 49 years time there will be none left.

Join Jungle Fever and celebrate International Year of the Forest by understanding our role in conserving them.

**Jungle Fever is a Cool it Schools campaign and learning programme.*

<http://www.coolitschools.com> is a free global environmental project for young people, providing them with an online showcase to display art, films and writing. Also projects, competitions and information on environmental issues, including climate change, biodiversity and deforestation.

Engagement Events Samples of campaign events are listed below.

For full list visit <http://www.buzzbnk.org/junglefever>

March 25th and 26th UK Aware Contemporary Sustainable Living Show at Olympia where the Cool it Schools team, the Crafts Council's Craft Club and City & Guilds of London Art School's current students and graduates will be helping the public to create a *magical miniature forest* in two days at Kid's Corner.

<http://www.ukaware.com>

Sunday March 27th Angela Palmer is hosting a 'Grand Banquet of Rainforest Insects' cooked by Thomasina Miers, amidst the Ghost Forest trees (12 noon) on the lawn of Oxford University Museum of Natural History and the Pitt Rivers.

<http://www.ghostforest.org/>

Also at the museum:

Andrew Mitchell from Global Canopy Programme invites everyone to join him for a *Midsummer Rainforest Picnic* on the 19th June, same time and place, bring your own picnic and discover where the ingredients come from.

ZSL will be hosting the Cool it Schools 'Jungle Juice Drawing - Safari on a Pencil' (October) run by students from City and Guilds of London Art School: also Jane Langley will be running a *Jungle Juice Art Class* to help people to draw the zoo's rainforest animals.

<http://www.zsl.org/>

For further information:

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Images available.

Notes to Editors

1. Jungle Fever is a campaign for everyone, adults and children,
2. The aim is to raise cash for four charities and one forest project and to educate the public toward changing how and what they consume so deforestation is no longer driven by our shopping habits.
3. The four charities are ZSL, Rainforest Concern, Cool Earth and Size of Wales. These charities are working at the cutting edge of conservation, saving thousands of acres of rainforest, creating partnerships with the people who live in them and so protecting these ancient communities, the wildlife and the trees themselves. Their work is of critical importance to the planet's future and they represent a global spread of rainforests.
The forest project is the Forestry Commission's National Pinetum at Bedgebury (The Friends of Bedgebury Pinetum are a charity, although the FC is not). The Pinetum is one of the largest ex-situ tree collections in the world. Here you can discover conifers that normally live in temperate rainforests. Bedgebury works in partnership with many organisations including the Conifer Conservation Programme run by Edinburgh Botanics and the Millennium Seed Bank at Kew.
4. Craft Club is the Craft Council's National Campaign for Craft in Schools <http://craftclub.org.uk/>
5. Jungle Fever is a countrywide and potentially world wide, web-based campaign to accelerate awareness about deforestation, using social media and school networks.
6. The Interacademy panel statement on tropical forests and climate change can be read at <http://www.interacademies.net/10878/13954.aspx>