

PRESS RELEASE

May 27, 2010

Press Opportunity: Kinigi and Nyange Youth to Race 3K for Art of Conservation "Gorilla Fun Run"

Musanze, Rwanda – On Sunday, May 30, the weekend prior to Kwita Izina, Rwanda's annual Mountain Gorilla Naming Ceremony, Art of Conservation (AoC) will host its first annual "Kid's 3K Gorilla Fun Run" for schoolchildren living in Nyange and Kinigi, where Volcanoes National Park (PNV) headquarters is located. Two hundred children from local schools will be selected to compete in the race, which will commence at Kinigi town center and proceed for 3 kilometers, finishing at the PNV Kinigi headquarters.

The selected 200 students will receive an AoC T-shirt prior to the race. Registration begins at 8:30 am in Kinigi town center and the race will commence at approximately 9:00 am. Prizes will be awarded to top 5 boys and top 5 girls in the race. Prizes will be school supplies such as notebooks, pens, art materials, etc. AoC will provide refreshments for all the children competing after they finish the race. AoC hopes this event will inspire local children to learn more about conservation.

All media are welcome to attend. High-quality photos will be made available after the tournament.

About Art of Conservation

Art of Conservation, Inc., works in poor rural communities bordering Volcanoes National Park in Rwanda, teaching schoolchildren and other community members about the importance of maintaining a healthy environment for both people and animals and instilling them with an understanding and respect for themselves, their peers, and the natural world. Art of Conservation approaches learning through a unique method, using visual, auditory, and performance arts to teach lessons and inspire creativity in its students. In partnership with other organizations which attend directly to the well-being of the Volcanoes National Park ecosystem and its resident mountain gorillas, Art of Conservation seeks to fill the education gap in the local communities through its activities. More information: <<http://www.art-of-conservation.com>>

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