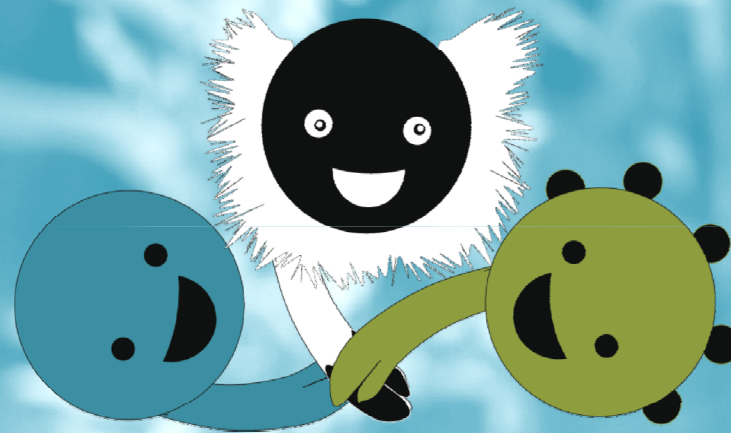


Objectives

- Raise awareness about the value of this unique heritage among scientists and the public
- Awaken love and pride of endemic lemur species among people of any age, gender or social status
- Improve the economy through tourism and its benefits
- Promote lemur conservation and education



"Varika : harem-pirenena, namana fa tsy ..."

"Lemurs : national heritage, friends but not ..."

Coordinator :

**Groupe d'Etude et de Recherche
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Tonga soa to the World Lemur Festival!

from 25th to 31st, October 2014



World Lemur Festival 2014

World Lemur Festival

Awareness and conservation for human benefit

Madagascar harbors 105 species of lemurs that are not found anywhere else in the world. Lemurs constitute 20% of the primates in the world. The lemurs of Madagascar are particularly interesting, since they represent the most extensive diversification of all living primates, and yet are also the least understood. Global analysis on the conservation status of the world's mammals shows that primates, including lemurs, are one of the orders most threatened by extinction.

Malagasy people should be proud of this treasure that is endemic to the Big Island. As a result, they can participate in lemur conservation for the benefit of current and future generations. All 22 regions of Madagascar will be celebrating the Lemur Festival during the week of **25th to 31st October 2014**). This event will be also celebrated around the world and is known as the **World Lemur Festival**. All funds collected from the event will be used to help local people in protecting the forests where endangered lemur species are still present. Many zoos in US, Europe, Asia, Africa and Indian Ocean are joining in the celebration and will help to raise funds for lemur conservation in Madagascar.

A budget of only \$7 million is required to implement the conservation strategy for lemur survival and their habitat. The funds collected from this World Lemur Festival will contribute to that budget. This is the first World Lemur Festival in Madagascar. This celebration will help raise awareness about lemur diversity and highlight critical conservation needs at both national and international levels. Lemur conservation can directly benefit current generations and leave invaluable legacy for future generations.

Tonga soa to the World Lemur Festival!

