



Australian  
Koala  
Foundation

A.C.N. 010 922 102

Date 1<sup>st</sup> August, 2011

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### 'SAVE THE KOALA MONTH 2011'

September is 'Save the Koala Month', the annual awareness and fundraising initiative of the Australian Koala Foundation (AKF). This year the AKF has launched their 'Cuddles for Koalas' campaign, encouraging people to hold unique and individual fundraising events during the month of September. AKF CEO, Deborah Tabart OAM, said "It is a very happy and fun initiative that focuses on the joy the koala gives us rather than the doom and gloom and seriousness of the koala's plight."

MTV VJ Erin McNaught is the Ambassador for September's 'Save the Koala Month', and she recently launched the 'Cuddles for Koalas' campaign with a CSA shot at Sydney Wildlife World, at Darling Harbour. "My dad used to work in sustainable forestry and growing up, we had a 'No Tree No Me' sticker on our car so I was thrilled when the Australian Koala Foundation asked me to be Ambassador for Save the Koala Month 2011," Ms McNaught said.

The 'Cuddles for Koalas' campaign encourages individuals to organise an event at their workplace, school or with friends to raise awareness and funds to help save the wild koala and its habitat. Alternatively business owners can place a donation box on their counter or host a donate button on their website for the month of September.

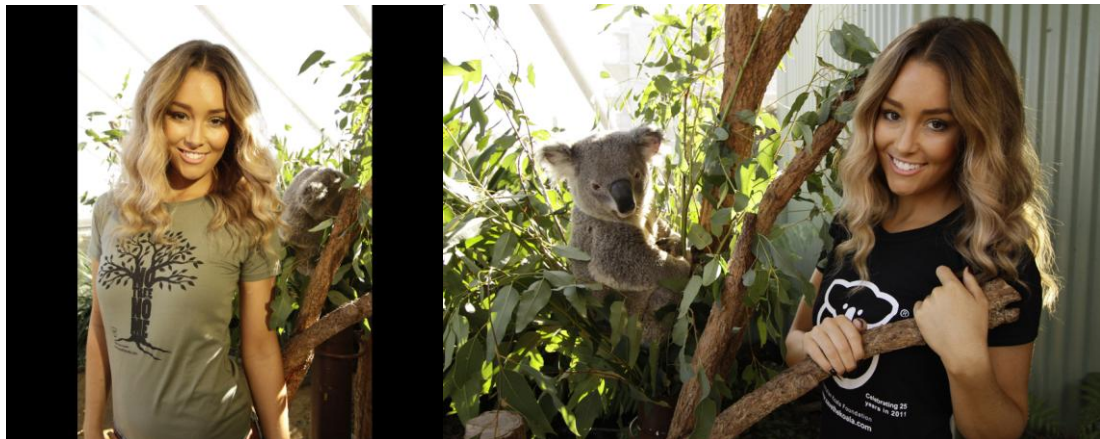
The Australian Koala Foundation (AKF) is the principal non-profit, non-government organisation dedicated to the conservation and effective management of the wild koala and its habitat. The AKF estimates that there are approximately 80,000 koalas left in the wild, and maybe as few as 43,000.

It's easy to participate in 'Save the Koala Month', just go to [www.savethekoala.com](http://www.savethekoala.com) to register.

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#### LINKS:

Australian Koala Foundation: <https://www.savethekoala.com>



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media release