



Australian
Koala
Foundation

A.C.N. 010 922 102

media release

6 July 2009

Page 1 of 1

Koala Woman in Tokyo

The Koala Woman, Deborah Tabart OAM will be visiting Tokyo between the 6th and 10th of July to raise awareness about the plight of koalas.

Ms Tabart is CEO of the Australian Koala Foundation (AKF), the principal organisation dedicated to the conservation of the koala and its habitat.

"I love Japan and Japan loves koalas! But the Tourism Industry is going to suffer as koalas become more and more rare in the wild," Ms Tabart said.

"It has always been the same story. In 1927, M. Thynne argued against the hunting of koalas for their furs because Japanese statistics of the day showed that tourist traffic averaged 200 pounds per head to Australia's finances. 'The bear alive is of more value than all the dead ones put together' – well, apparently the Government of Australia still haven't figured this out and today, the koala is worth 2.5 billion tourist dollars yet our Government is letting them go to extinction," Ms Tabart said.

In what is traditionally the koala's most abundant region, the Queensland Government has just released a report detailing the extinction of the population as soon as 2010.

Australian Koala Foundation statistics show Japanese internet users are the third most likely to visit their website www.savethekoala.com, only behind people from Australia and the USA.

For interview opportunities, Ms Tabart is staying at the Grand Prince Hotel Takanawa. Please email sophia@savethekoala.com or international call +614 129 961 58.

- ENDS -

- **Interview opportunities**
 - **Deborah Tabart OAM**
 - **Ph: +61407 750 668**
 - **Thursday 9th July, 2009**
 - **10am**
 - **Grand Prince Hotel Takanawa**



Sophia Walter:Public Relations, Ph: +617 3229 7233, M: +61412 996 158
Email: sophia@savethekoala.com