



Australian  
Koala  
Foundation

A.C.N. 010 922 102

**\*\*EMBARGO\*\* – Tuesday 1<sup>st</sup> September, 2009**

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### **Sam's Saviour Supports Save the Koala Month**

David Tree, the Country Fire Authority firefighter who was in the world's spotlight for saving Sam the Koala, today launched the Australian Koala Foundation's Save the Koala Month at Dreamworld on the Gold Coast.

Wearing his yellow CFA uniform and hugging an arm load of Dreamworld's koala joeys, Mr Tree couldn't believe how appropriate the Save the Koala Month message of 'No Tree No Me' suited him.

"Sam the koala changed my life and I knew I had to give back to her mates out in the wild," Tree said.

"I saw first-hand the mass devastation of eucalypt forests caused by the Victorian fires, and that is only the tip of the iceberg. With more than eighty per cent of koala habitat already destroyed, the fact is, if we don't start protecting trees, our wild koalas won't last much longer.

"If Sam could speak, her message would be clear: No Tree, No Me."

Tree urged all Australians to step up and join the Australian Koala Foundation and Dreamworld in the fight to save koala habitat by buying a *No Tree No Me* sticker this September.

CEO of the Australian Koala Foundation, 'Koala Woman' Deborah Tabart OAM was delighted to have Mr Tree's support.

"Watching Tree's interaction with Sam just took my breath away. The pair drew global attention to the plight of the koala so we're thrilled to have him with us for the launch of Save the Koala Month," she said.

"And who better to spread the message than a Tree himself!"

Outlets around Australia will sell the AKF's *No Tree No Me* bumper sticker for only \$1.

"It might not seem much, but contributions have already helped fund habitat mapping throughout the koala's natural range and will ensure the AKF can remain the strong voice for the plight of the koala. People can find out where to get their sticker at [savethekoala.com](http://savethekoala.com)," Ms Tabart said.

**- ENDS -**

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media release



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Outlets include:

Dreamworld  
Australian Geographic stores  
Perfect Potion  
Mrs Fields Cookies  
Greencross Vets  
Malouf Pharmacies

Hogs Breath Cafes  
Go Vita Health Shops  
Credit Union Australia branches  
Selected newsagencies  
Girl Guides Australia

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