



Helping Species Through  
Art and Education

## **Anouk's Ark Introduces the Endangered Species Memory Game and the 2-in-1 Endangered Species Puzzle Series at Launch Party on May 1st, 2010**

*Anouk's Ark Unveils New Game & Puzzles with Musical Performance by Sho, Mo and the Monkey Bunch—Event Presented by THE TOT SQUAD and Sponsored by The Little Paper and New Moon Kitchen*

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**Event:** Anouk's Ark Launch Party— Fun For Families, suitable for ages 3 to 103

**Date:** Saturday May 1st from 1pm to 3pm

**Location:** The St. Lawrence Market Kitchen— South St. Lawrence Market, West Mezzanine, 93 Front Street East ( at Jarvis ) <http://www.stlawrencemarket.com/access/access.html>

**Cost:** Admission is **FREE**.

**Details:** Musical performance by Sho, Mo and the Monkey Bunch. Note: To purchase games and puzzles please bring cash. \$5 of every game and \$3 of every puzzle sold will be donated to the Jane Goodall Institute. We ask kids of all ages to help us demonstrate that caring humans are not an endangered species by dressing up as their favourite animal.

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**TORONTO, ON- April X, 2010** -- How many pairs of animals have you seen at *one time* in your living room? A *Green Sea Turtle*, *Cheetah*, *Blue Whale* and an *Aye Aye* are a few of the animals that could be matched with the ***New Endangered Species Memory Game***. Whether you're 5 or 45, this new game will have you scratching your forehead, wracking your brain and biting your nails! Anouk's Ark ([www.anouksark.com](http://www.anouksark.com)) is also announcing 3 new ***Endangered Species 2-in-1 Puzzles***. All products feature the original artwork of Anouk Bickers.

As a new Enviropreneur, artist and animal rights activist, Anouk Bickers is launching an exciting new ***Endangered Species Memory Game*** and the ***2-in-1 Endangered Species Puzzle Series*** for animal lovers and quick-thinkers with a distinctive, environmental twist - and it provides a new experience each time the game is played! The games are made in Toronto, with minimal impact to the environment. A portion of every game and puzzle sold will go to the Jane Goodall Institute of Canada ([www.janegoodall.ca](http://www.janegoodall.ca)) and 1% For the Planet ([www.onepercentfortheplanet.org](http://www.onepercentfortheplanet.org)).

"We are delighted that Anouk has chosen to support the work of the Jane Goodall Institute of Canada through her environmentally-friendly game and puzzles which help young people learn about endangered species in a fun and accessible way. We applaud Anouk for her creativity, initiative and commitment to making the world a better place for all living things," said Jane Lawton, Executive Director of the Jane Goodall Institute of Canada.

The new games will be announced on May 1<sup>st</sup> at 1pm through 3pm at Anouk's Ark Launch Party at the St. Lawrence Market Kitchen. Admission is free and is suitable for ages 3 to 103. Sponsored by The Little

Paper ([www.littlepaper.com](http://www.littlepaper.com)) and New Moon Kitchen ([www.newmoonkitchen.com](http://www.newmoonkitchen.com)), the musical performing band will be **Sho Mo and the Monkey Bunch** ([www.themonkeybunch.com](http://www.themonkeybunch.com)). There will be a chance to play games, color your favourite animals, learn what you can do to help save endangered species, and a dress-as-our-favourite-animal contest.

“As the publisher of The Little Paper and the mother of two small children, I love to find opportunities to introduce environment stewardship and awareness in a gentle and engaging way,” said Vicki Bell, Publisher of The Little Paper. “Anouk’s Endangered Species Game has already made several visits to my younger daughter’s classroom and was beloved by teachers and classmates alike. Every kindergarten should have one!”

Available at [www.anouksark.com](http://www.anouksark.com), the new **Endangered Species Memory Game** and the **2-in-1 Endangered Species Puzzle Series** are recommended for ages 3 and up. **The suggested retail prices are \$22.95 for puzzles and \$29.95 for the game. Note: special launch pricing, \$20 and \$25 respectively.**

### **About the new Endangered Species Memory Game**

The New Endangered Species Memory Game provides an eco-friendly, educational play experience. The object of the game is to match tiles to create pairs of endangered species. A game for all ages, players learn about all 36 animals from the book included with the game (Description, Habitat, Food, Behaviour, Fun Fact, Threats and Protection). Simply mix the 72 (36 images X 2) illustrated cards up and spread them face down—the youngest player starts. Players take turns flipping 2 cards up. If the cards match, player keeps them and continues. If no match, player flips them back in the same place and next player flips 2. When all cards are matched up, player with most cards wins!

### **About Anouk’s Ark**

Anouk’s Ark was founded in Canada out of a desire to raise awareness about endangered species. Our aim is to awaken compassion for our planet and all the diverse life forms it supports. Brilliantly colourful and sensitively rendered drawings of the world’s endangered species are the subject matter of an ongoing series of games and puzzles. Through education and play, we can learn how to protect the life of our planet. All products are made with a minimal impact to the environment: manufactured in Toronto, Canada from recycled materials, Forest Stewardship Council (FSC) certified papers and vegetable-based inks.

As a member of 1% For the Planet we take our intentions further by assuring that at least 1% of all revenue goes towards environmental causes. We collaborate with non-profits that focus on saving our planet. To learn more about Anouk’s Ark please visit: [www.anouksark.com](http://www.anouksark.com)

**For more information please contact Anouk Bickers at [anouk@anouksark.com](mailto:anouk@anouksark.com) or 416-986-8506**

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L’Institut Jane Goodall Institute

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