



## Durrell's 50<sup>th</sup> Anniversary Campaign

In 2009 Durrell is 50 years old and we are using this significant landmark to engage with all audiences and to ensure another 50 years of success for the Trust.

Durrell has achieved so much. But this is only the tip of the iceberg. With the planet's biodiversity in peril, what we all do to contribute to the earth's health and wellbeing, including the protection and maintenance of species worldwide, will be critical.

Therefore, Durrell's 50<sup>th</sup> birthday message is loud and clear. **It's Time!**

- It's time to take action
- It's time to make a difference
- It's time to invest
- It's time to consider the future
- It's time to work with Durrell
- It's time, because time is running out!

The campaign is a rallying call for all audiences to stop, sit up, take notice and be prompted into action.

Educating audiences about the work of Durrell will increase understanding of its vital role. When audiences understand the true value of the Trust it is hoped that they will be encouraged to give, experience or commit to Durrell in 2009 and beyond.

The **It's Time!** campaign will feature on all anniversary year material and advertising, reinforcing the existing Durrell brand. Communications over the course of the year will focus on what Durrell has achieved, what Durrell will achieve in the future and how audiences can get involved to start making a difference, now!