

frogs

Is there enough
magic in the world
to save them?

With so much environmental heartbreak — from the plight of the polar bears to disappearing bee colonies — who would think of frogs? But one by one, entire species of frogs are disappearing. A silent killer known as chytrid (KIT-rid) fungus is taking aim at frogs and other amphibians, and is combining with climate change and habitat destruction to threaten more than half of the world's species with extinction. The only hope of saving frogs is to rescue them by capturing them in the wild and taking them into protective custody. It's a massive, unprecedented undertaking by a coalition called Amphibian Ark. Amphibian Ark has declared 2008 to be Year of the Frog and has asked for help from companies like Clorox.

To keep the deadly fungus from spreading to the "safe houses" of rescued frogs, all field equipment and gear are disinfected with a dilution of bleach and water. "It's a race against time," declares Kevin Zippel, Amphibian Ark's executive director. For more information go to www.amphibianark.com.

The Vanishing Frog



To focus worldwide attention on the amphibian extinction crisis, Animal Planet — with a generous grant from The Clorox Company — has devoted an entire team to a new multimedia project called THE VANISHING FROG. The film, produced by Discovery Studios, sends Animal Planet's Jeff Corwin on a worldwide mission that uncovers clues to the frog's deadly plight and vividly underscores the importance of promoting environmental protection of wildlife resources. THE VANISHING FROG premieres Nov. 20 at 8 p.m., as part of Animal Planet's Amphibian Week.

The makers of Clorox® products are proud to be the first official corporate sponsor of 2008 Year of the Frog. For more information on Amphibian Ark rescue efforts, go to www.savethefrog.com.

