

# PRESS RELEASE



## Pride In Pawi: Preserving a National Treasure

The Trinidad Piping Guan or Pawi, *Pipile pipile*, is endemic to Trinidad and is globally among the most endangered cracids. With a population of approximately 230, its conservation status is listed as critically endangered. The Pawi is being affected by degradation of its habitats through deforestation (including quarrying and the encroachment of the built environment), hunters and bush fires.

Through a grant from the Global Environment Facility (GEF) of the United Nations Development Programme (UNDP), the Guardian Life Wildlife Fund (GLWF), in collaboration with national and international partners, has taken up the challenge to help save the Pawi by embarking on Platform I of its Pride in Pawi Project. Pride in Pawi is a comprehensive communication programme aimed at educating nationals on the Pawi and encouraging protection of this endangered bird.

This umbrella project will be carried out on three main platforms: Platform I – Community Intervention and Capacity Building; Platform II – Schools Campaign; Platform III – National Awareness.

UNDP's GEF Small Grants Programme will support Platform I. This first phase aims to educate hunters, the local communities in areas in which the Pawi has been sighted, and other stakeholders about the threatened status of this species, its national importance and value to conservation.

The rural communities of Brasso Seco, Brasso Tamana, Grande Riviere, Guayaguayare, Moruga, Blanchisseuse,

Matura and Matelot will benefit through training in species identification. This training can serve as the basis for guan-centred eco-tourism and provides an opportunity to increase local pride and sense of ownership of this species.

The project will engage bodies such as the Forestry Division's Wildlife Section, the Environmental Management Authority, Asa Wright Nature Centre, the Pawi Study Group, the World Pheasant Association, the Confederation of Hunters' Associations for Conservation, and Birdlife International.

### **Launch of 'Promise of the Pawi'**

*The Promise of the Pawi* is an illustrated children's book written by Janice Hernandez. It was produced by the Guardian Life Wildlife Fund in collaboration with Asa Wright Nature Centre and with the support of advertising firm Lonsdale Saatchi & Saatchi.

The book is aimed at children 4 to 11 and serves a dual purpose – to educate our young population and to raise funds to support the work of the Trust. It recently won a highly prestigious silver "Addy" in the American Advertising Federation (AAF) awards.

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