



the Jane Goodall Institute

PRESS RELEASE

EMPOWERING HONG KONG'S YOUTH

Dr. Jane Goodall, a United Nations Messenger of Peace and her program Roots & Shoots have momentum in Hong Kong like never before. They've started their push to get Hong Kong's youth to sit up straight and shout "Yes we CAN!"

From issues such as animal rights, GM foods and air pollution too often young people feel apathetic; waiting for direction from adults and teachers on how they should help. Not anymore – Hong Kong's youth are about to realize that they alone, can together change the world.

Roots & Shoots is a powerful, youth-driven, global network of more than 8,000 groups in almost 100 countries. Together, youth of all ages are taking action to improve our world through service learning projects that promote care and concern for animals, the environment and the human community. Hong Kong will see its youth tackling projects such as English through the Environment, Safer waters for Chinese Dolphins, Reusable bag campaigns, Eco-audits for offices, and Community welfare.

For more information please visit www.janegoodall.org.hk and www.rootsandshoots.org

Contact Information

Name: Corinne Kassay

Position: Program Manager

Phone Number: (852) 9605-5554

E-mail Address: corinne@janegoodall.org.hk