

News
FOR IMMEDIATE RELEASE

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Contact: Corinne Kassay
Phone: +852 2293-2216
Email: corinne@janegoodall.org.hk

JANE GOODALL'S ROOTS & SHOOTS DAY OF PEACE

LOCAL YOUTH COME TOGETHER TO PROMOTE PEACE

SUNDAY 20th SEPTEMBER 2009

THE PEAK GALLERIA, 3/F GREEN TERRACE

11 AM

FREE EVENT

**FACE PAINTING & PEACE DOVE CRAFTS FOLLOWED BY PEACE WALK AROUND
LUGARD/HARLECH ROADS**

Following the lead of their hero—renowned primatologist Jane Goodall, Ph.D., DBE—young people in HONG KONG will come together for a Roots & Shoots Day of Peace event on September 20th from 11:00am to 2:00pm at Victoria Peak, Hong Kong Island. Young people - many of whom are members of Roots & Shoots, Jane Goodall's global environmental and humanitarian youth program—are hosting a Peace Walk to celebrate the annual Roots & Shoots Day of Peace, which supports the United Nations International Day of Peace.

A UN Messenger of Peace since 2002, Dr. Goodall established Roots & Shoots Day of Peace in 2004 to encourage Roots & Shoots members and other interested individuals to promote peace in their communities and around the globe. Roots & Shoots members and friends craft Peace Doves from reused materials and fly the Doves in their communities to symbolize their commitment to peace. In past years, Peace Doves have flown in almost 100 countries in city parks, backyards, convention centers and even refugee camps. Held high by young hands, the Doves have spread their wings everywhere including the Coliseum in Rome, a monastery in Mongolia, the base of Mount Fuji and even the peak of Mount Kilimanjaro.

This year's free event in Hong Kong will feature face painting, peace dove crafts and information about Roots & Shoots.

“With the Peace Doves, we remind everyone of the truth they sometimes forget—that peace is possible. We celebrate all that is free and noble in the human spirit. And we celebrate all that so many people have done throughout the year—and will do next year—to create a better world,” said Dr. Goodall.

For the almost 100,000 Roots & Shoots members who hail from nearly 100 countries, peace is a way of life. With Roots & Shoots, peace is possible.

For more information about the Roots & Shoot Day of Peace event in Hong Kong, contact: Corinne Kassay, +852 2293-2216, corinne@janegoodall.org.hk or visit <http://www.rootsandshoots.org/campaigns/dove>

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About the Jane Goodall Institute

Founded in 1977, the Jane Goodall Institute continues Dr. Goodall's pioneering research of chimpanzee behavior—research that transformed scientific perceptions of the relationship between humans and animals. Today, the Institute is a global leader in the effort to protect chimpanzees and their habitats. It also is widely recognized for establishing innovative community-centered conservation and development programs in Africa, and the Roots & Shoots education program, which has groups in almost 100 countries. For more information, please visit www.janegoodall.org.

About Roots & Shoots

Founded in 1991 by Dr. Jane Goodall and a group of Tanzanian students, the Roots & Shoots program is about making positive change happen—for our communities, for animals and for the environment. With tens of thousands of young people in almost 100 countries, the Roots & Shoots network connects youth of all ages who share a desire to create a better world. Young people identify problems in their communities and take action. Through service projects, youth-led campaigns and an interactive website, Roots & Shoots members are making a difference across the globe. For more information, please visit www.rootsandshoots.org.