



Contact: Mary Chris Nierves  
Program Development Officer  
Katala Foundation  
Telephone No: 048-4347693  
Email: mcnierves2313@gmail.com

**PRESS RELEASE**  
**For immediate release**

**UK training boosts Katala Pride Campaign**

**Puerto Princesa City, Palawan.** Program Development Officer Mary Chris P. Nierves of Katala Foundation Inc. joined with 11 other educators from all over the world to train on education campaigns at North of England Zoological Society (Chester Zoo), Chester, United Kingdom on October 1-8, 2018. The participants from six regions across the globe were involved with learning a number of key skills including education strategy, monitoring and evaluation, behavior change, presentation and facilitation skills, designing education programs and leadership training.

The 8-day course is residential and intense, where participants trained in the theory and practical application. Short theoretical sessions are combined with ample workshops where attendees learned how to apply each skills at their respective project sites. Educational visits to areas within UK with outstanding and efficient tools and strategies in education campaigns were likewise done. Sets of programs for observations of teaching and outreach activities were tailored according to the needs of each participant. The participants were able to observe actual application and conduct of interactive teaching with school kids and tools and strategies in interpretation of conservation messages at the Zoo.

Mary presented KFI's pride campaign during its Reaching Out Conservation Symposium before a mixed crowd of students, members of the Board and visitors at Chester Zoo. She gained support and recognition of the work that is done in Puerto Princesa City. The training continues supporting all trainees of their education activities on the ground.

Chester Zoo, the main sponsor of the training supports over 80 conservation projects in 30 countries around the globe including the Katala Foundation. To empower a new generation of conservationist and to put the community at the heart of conservation, the twelve course attendees participated during the conservation symposium. They shared each conservation success stories and the work on fields to the Chester community. This symposium talked on how the partners on field bring communities closer to their local wildlife, what are the tools and strategies employed to prevent extinction of some of the threatened species around the globe and how they empower and engage their respective communities in their conservation works. A panel discussion was held every after regional presentation.

For more information, please contact Mary Chris Nierves, Katala Foundation, P.O. Box 390, Puerto Princesa City, Palawan or at [mcnierves2313@gmail.com](mailto:mcnierves2313@gmail.com) and visit our homepage at [www.philippinecockatoo.org](http://www.philippinecockatoo.org).

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**Editor's Note:**

- Katala Foundation, Inc. (KFI) uses the endemic Philippine cockatoo as its flagship species to achieve its vision of conserving biodiversity with the active community involvement. The IPPF is a project
- North of England Zoological Society (Chester Zoo) in Chester, United Kingdom is a major sponsor of the implementation of Philippine Cockatoo Conservation Program (PCCP) in Palawan.
- Pictures attached: CREDITS TO KATALA FOUNDATION INC. AND CHESTER ZOO



One on one mentoring for monitoring and evaluation. ©KFI



Observation of teaching and outreach activities in Quarry Bank Mill.©CHESTER ZOO



Panel discussion for Southeast Asia.©KFI