

National Whale Day

6 June 2009

Info for coordinators

What is National Whale Day?

National Whale Day was launched in 2008 by IFAW (International Fund for Animal Welfare) as a day for all Australians to celebrate their love of whales, as well as draw attention to some of the threats they face today, which include whaling, climate change, ship strikes, marine debris and ocean noise.



National Whale Day Photo Competition

For National Whale Day this year, IFAW is running a photo competition as a way for Australians to celebrate their beloved whale-friends in a fun and unique way.

We are asking people to send photos of themselves or friends making a 'whale tail' with their hands as a symbol of their support for whale conservation. The photos will be added to a special website at www.tailsforwhales.org, and go in the running to win great prizes.

How can enter the competition

- Individual entry

Send in a photo of yourself making a whale tail with your hands – the most creative individual photo wins!

- Group entry

Send in as many individual photos of your friends, family, colleagues, school class or club making whale tails with their hands as you can – the group that sends the highest number of creative and original entries wins!

Important – Every photo must be accompanied by an entry form. Forms can be downloaded from the website at www.nationalwhaleday.com.au

Once you've sent in your photo with completed form, we'll upload it to tailsforwhales.org and email you to let you know where you can find it.

The competition will be launched on National Whale Day, 6 June 2009, and closes on 31 July 2009. Winners will be announced in August 2009.

If you want to send in your entry before National Whale Day that's OK, just make sure you send it in with an entry form.

What are the prizes?

Individual entry prizes – the three most creative photos of individuals will win IFAW prize packs including a stainless steel drink bottle, pen set, cap, plush toy plus other IFAW goodies.

Group entry – the group that sends the most individual photos in will receive a beautiful framed whale photo, plus we'll create an online video featuring all your community photos for you to use.

Want to get your community involved?

Here are a few ideas:

- Print out the flyer and a poster and distribute them to local shops, sports centres, surf life saving clubs, RSL's, restaurants, libraries etc.
- Set up a photo booth on National Whale Day (or another day!) at your local library, council office, school or community hall and start collecting photos.
- Ask your local celebrity to pose for a photo – this is a great way to encourage others to do the same (and a good one to send to the local paper).
- Approach local community groups, schools, clubs and sports teams and get them whale tailing. They can also help to spread the word through their networks.
- Team up with school programs and local community events as a way to gather photos.
- Take your camera out and about with you and ask people to make a whale tail – for example at the local shopping centre, beach, park or town centre – take some entry forms with you, each person will need to sign an entry form so we can use their photo.
- Contact local papers, radio and television stations and ask them to promote the competition.
- If you are a member of a group or team include information about the National Whale Day in your newsletter.
- Whale watching operators can take photos out on trips.

Finally - once you have collected your photos and signed entry forms, email them into us (or if you have too many put them onto a disk and post them in but make sure they're clearly labeled to match entry forms) and we'll do the rest.

Important – every photo must be accompanied by an entry form, otherwise it won't be included in the competition or the website.

If you need any help or more information please give us a call on (02) 9288 4900, or email bbennett@ifaw.org.

Good luck.

The National Whale Day team.