



LONG LIVE LEMURS CAMPAIGN

Frequently Asked Questions

CAMPAIGN OVERVIEW

What is the Long Live Lemurs campaign?

Long Live Lemurs is Wildlife Madagascar's bold new global campaign to spotlight lemurs as the world's most endangered mammals and inspire people everywhere to take action.

Internally, the campaign is affectionately called "Weirdorable" — a creative approach that embraces the wonderfully strange, lovable personality of lemurs in order to capture global attention, spark joy, and motivate support.

Why focus on lemurs' quirks?

Because their quirks are their superpower. Lemurs leap sideways, stare wide-eyed, sing like whales, and cling like acrobats. Their charm makes people smile, and once people smile, they're open to hearing the deeper message behind the humor.

Why launch this campaign now?

Wildlife Madagascar operates three major field sites: Anjanaharibe-Sud Special Reserve, La Mananara, and Tsingy de Namoroka National Park, with a fourth coming online in the new year, the Angavo Mandrare Landscape.

But threats, such as habitat loss, illegal logging, poaching, fires, and climate pressures, are accelerating. With 95% of lemur species threatened, the moment to build global awareness and support is now.

LEMURS & CONSERVATION

Why are lemurs considered the most endangered of the primates and the most endangered group of mammals?

Lemurs live only on Madagascar. Deforestation, illegal logging, slash-and-burn agriculture, unmanaged fires, and poaching have put nearly every species at risk of extinction. An alarming amount of Madagascar's remaining native forests are severely fragmented and becoming smaller, thus nearly all 108 lemur species have small population numbers that are decreasing quickly in these disappearing habitats.

Why should the world care about lemurs?

Lemurs play an essential ecological role. They disperse seeds, maintain forest structure, and contribute to ecological processes that support a wide range of wildlife. In fact, some tree species are dependent on lemurs for seed dispersal and germination.



Their disappearance would cause lasting harm to Madagascar's environment, its forests, and its wildlife, and would represent one of the most significant biodiversity losses in the world.

What is Wildlife Madagascar doing to protect lemurs?

Wildlife Madagascar's work includes:

- Long-term lemur monitoring and scientific research
- Reforestation and native tree nurseries
- Community-based forest patrol programs
- Conservation education for schoolchildren
- Sustainable livelihood programs (*sakondry* farming and community gardens)
- Volunteer programs that support conservation action
- Ecotourism programs that support local employment and forest protection
- Ecological research on all fauna and flora, including bat studies at Tsingy de Namoroka National Park

CAMPAIGN PARTNERS

Who is behind the creative work?

The Long Live Lemurs campaign was created through the collaborative work of three exceptional partners:

- **Greenhaus:** creative strategy, campaign vision, and messaging
- **Pixel Farm:** animation, design, and visual storytelling
- **The Mighty Media Shop:** digital strategy, placement, and analytics

All three partners contributed their time, talent, and extraordinary expertise pro bono.

This campaign only came to life because of their remarkable generosity. Their strategic vision, creativity, and deep desire to give back made them the perfect partners for Wildlife Madagascar, transforming an ambitious conservation idea into a high-impact global animated campaign.

Why did Wildlife Madagascar choose these partners?

As mission-driven, world-class creatives, they contributed far more than expertise; they gave Wildlife Madagascar the gift of possibility. This campaign simply would not have come to life without their extraordinary generosity and commitment.

IMPACT & GOALS

What does Wildlife Madagascar hope to achieve with this campaign?

Long Live Lemurs aims to:

1. Raise global awareness that lemurs are the world's most endangered mammal group
2. Spark joyful, shareable engagement



3. Grow membership and donor support
4. Expand conservation work across all field sites
5. Boost volunteering and ecotourism participation

Where does the money go?

Every public donation goes directly to conservation in Madagascar — supporting Malagasy staff, reforestation, research, education, patrols, and sustainable livelihood programs.

Two donors cover all U.S.-based overhead, ensuring every donated dollar supports Madagascar's wildlife and forests.

How is success measured?

Wildlife Madagascar tracks:

- Membership and donor growth
- Volunteer and ecotourism participation
- Reforestation success
- Forest patrol effectiveness
- Lemur population and ecological indicators
- Global reach, engagement, and resonance of Long Live Lemurs

HOW PEOPLE CAN HELP

What can a normal person do to help lemurs?

1. Become a Wildlife Madagascar member.
2. Donate — 100% goes to on-the-ground efforts in Madagascar.
3. Share the Long Live Lemurs animated piece.
4. Volunteer in Madagascar.

Join our official volunteer program through The Great Projects:

👉 <https://www.thegreatprojects.com/projects/lemur-conservation-madagascar>

Program: Lemur Conservation in Madagascar

5. Visit Madagascar — a powerful act of conservation.

Ecotourism provides essential income for local communities and creates strong incentives to protect forests and wildlife. Wildlife Madagascar's conservation partner, Madagascar Classic Collection, operates two luxury safari-style camps where visitors can experience the work firsthand:

- Namoroka Tsingy Camp (Tsingy de Namoroka National Park)
- Mandrare River Camp (Angavo Mandrare Landscape)

Website: <https://www.madaclassic.com>

6. Advocate and amplify.

Sharing lemur stories builds global awareness.



How can schools get involved?

Schools can:

- Use Wildlife Madagascar lesson materials
- Host World Lemur Day or International Chameleon Day celebrations
- Invite Wildlife Madagascar for virtual talks
- Integrate Madagascar into science and geography curricula
- Create student-led awareness or fundraising activities

Can people visit Wildlife Madagascar's field sites?

Yes. Visitors can explore Wildlife Madagascar's work through stays at Namoroka Tsingy Camp and Mandrare River Camp via Madagascar Classic Collection, supporting both conservation and community livelihoods.

WILDLIFE MADAGASCAR

What is Wildlife Madagascar?

Wildlife Madagascar is a community-based conservation organization dedicated to protecting Madagascar's wildlife, restoring forests, and supporting community-led conservation solutions.

What makes your approach different?

We work with communities as equal partners. Conservation succeeds when local people benefit from healthy forests through jobs, education, reforestation, research, ecotourism, and sustainable livelihoods.

Where does Wildlife Madagascar operate?

- Anjanaharibe-Sud Special Reserve (ASSR)
- La Mananara (Anjozorobe–Agavo)
- Tsingy de Namoroka National Park
- Angavo Mandrare Landscape (launching 2026)

CREATIVE & MULTIMEDIA

Where can people watch the Long Live Lemurs animated piece?

On Wildlife Madagascar's website, social platforms, and via the multimedia link in the press release.

Can organizations share campaign materials?



Yes — assets may be shared for awareness and educational impact. For collaborations, contact jmehlow@wildlifemadagascar.org.

Who can speak to the creative process?

- Rob Petrie, Chief Creative Officer, Greenhaus
- Adam Loomis, Lead Animator, Pixel Farm
- Alana White, Founder, The Mighty Media Shop
- Wildlife Madagascar leadership

CONTACT

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- Adam Loomis, Lead Animator, Pixel Farm
- Alana White, Founder, The Mighty Media Shop