

A Friend, Indeed

Mr. Leatherback is an adventurous world traveler. He is friendly, huggable, and photogenic. He is a parade-quality, life-sized leatherback sea turtle.



THE GREAT PYRAMIDS, EGYPT



COLOSSEUM, ROME



EQUATOR, ECUADOR



STATUE OF LIBERTY,
NEW YORK CITY



HOLLYWOOD, U.S.A.

In the past year, he has visited the 26th Sea Turtle Symposium in Crete, Greece; the pyramids of Giza in Egypt; the Space Needle in Seattle; the Colosseum in Rome; the United States Capitol; and New York City's Statue of Liberty. He has witnessed the eruption of Old Faithful, felt small beside the Golden Gate Bridge, watched water drain clockwise and counterclockwise at the equator line in Ecuador, stood knee-deep in Andean fields of grass, and even enjoyed his 15 minutes of fame beneath the Hollywood sign. He has also raised money at fundraising events and even spent a week educating children at the Gumbo Limbo Nature Center in Boca Raton, Florida. All of these events have been captured on film.

Through his travels and his internet savvy, Mr. Leatherback has gathered more than 2,800 friends through his MySpace profile

(www.myspace.com/mrleatherback), with more friends finding him each day. These friends ask Mr. Leatherback for advice on which seafood to eat, how to help save sea turtles, where sea turtles are found, and more. They also post supportive comments, spread the news to their friends, and vow to stop using plastic bags.

Through his MySpace page and his personal travels, Mr. Leatherback aims to educate the world about the drastic plight of the amazing leatherback sea turtle—a Critically Endangered species. Rather than the “doom and gloom” of so many news stories and conservation messages, Mr. Leatherback's message is always fun, entertaining, and optimistic. His belief is that *individuals* have the power to change the course for sea turtles by making simple changes in their lives. And such is the goal of his efforts: to create changes in human behavior that have positive impacts for the leatherback and for other marine life by befriending, educating, and empowering people around the world.

Join Mr. Leatherback in his quest by becoming his friend at www.myspace.com/mrleatherback. After all, a friend in need is a friend, indeed—and Mr. Leatherback needs *you*.