



## MEDIA ADVISORY

CONTACT: **Sean Carnell**

DATE: **January 6, 2016**

PHONE & EMAIL: 607.280.4331 [scarnell-t4t@refugeassociation.org](mailto:scarnell-t4t@refugeassociation.org)

# University Conservation Programs Rally Thousands of Fans During the National Football Championship Game to Support Mascot Conservation

On January 11<sup>th</sup>, Clemson University and the University of Alabama face off for the College Football Playoff National Championship. Despite the rivalry between the University of Alabama Crimson Tide and Clemson Tigers, both fans will form a virtual truce for the day to show immense pride for their mascots and passion to help their cousins in the wild. The teams' athletes may be winning on the field, but their mascots are losing the big game in the wild. An estimated 96 elephants are poached every day, and the number of wild tigers has dwindled to only 3,200.

During the National Championship Game, the National Tigers for Tigers Coalition is leading a joint social media campaign with two student-led initiatives from Clemson University and the University of Alabama: Clemson Tigers for Tigers and Tide for Tusks. With a stadium filled with an estimated 65,000 people, the two organizations will ask thousands of students and fans to show their solidarity for their wild mascots by using the hash-tag **#ProtectOurMascots**.

- WHAT:** University conservation programs launch a social media campaign **#ProtectOurMascots** during the College Football Playoff National Championship game
- WHEN:** January 11, 2016, 8:30pm EST
- WHO:** National Tigers for Tigers Coalition  
Clemson University and University of Alabama student-led programs  
Thousands of students and fans
- WHERE:** University of Phoenix Stadium  
1 Cardinal Dr.  
Glendale, AZ 85305

The National Tigers for Tigers Coalition harnesses school spirit and pride at tiger mascot colleges to empower students and fans to support international tiger conservation efforts.

Tide For Tusks is a University of Alabama student-led initiative to raise awareness for poaching of African elephants and promotes a deeper understanding of the trafficking of endangered wildlife. Clemson Tigers for Tigers was established in 1997 by concerned students who wished to protect our tiger mascot from extinction in the wild through education, research, and service learning.

**The collective is encouraging students and fans to use the power of their voices to support their university's wild mascots by using the #ProtectOurMascots during the game.**

For more information about the National Tigers for Tigers Coalition and our campaign, visit [www.tigersfortigers.org](http://www.tigersfortigers.org).

###