



Help Save Wildlife Affected by BP Oil Spill

National Wildlife Federation and Partners Launch Second-Fastest Mobile Text2Give Campaign in History

Washington, DC (May 5, 2010) – With 200,000 gallons of oil gushing every day into an already fragile and vulnerable ecosystem, the BP oil spill in the Gulf of Mexico is shaping up to be one of the worst environmental disasters in our nation’s history. It is a direct threat to more than 400 species of wildlife – many still in recovery from Hurricane Katrina.

National Wildlife Federation (NWF) is [on the frontlines](#): President and CEO Larry Schweiger has been working with local and regional partners, [surveying the impacts](#), keeping the story as [headline news](#), and consulting with officials on the ground.

NWF is calling on the public to help save wildlife during this unprecedented environmental crisis. With the help of their partners at Merkle, Inc. and Mobile Giving Foundation, NWF launched the second-fastest mobile giving campaign in history. NWF is especially grateful to all of its wireless carriers who moved so quickly to address the urgent need.

The Text2Give campaign allows the public to simply text the word WILDLIFE to 20222 on any mobile device through any carrier to donate \$10 to NWF. Every dollar will go directly to help save wildlife affected by the oil spill and to conserve and restore these vital wetlands.

The speed and efficiency of the NWF Text2Give campaign only underscores the severity of the situation.

“Our treasured wildlife are innocent victims in this terrible crisis,” said Schweiger. “They cannot save themselves – it’s up to us to save them. That’s why I’m asking everyone to give what they can today.”

NWF is also asking that people with social networking sites like Facebook and Twitter to post a message asking friends and family to help out, too.

“The more people we can get to spread our message, the more impact we can have for wildlife affected by this senseless tragedy,” said Jaime Matyas, executive vice president & chief operating officer of National Wildlife Federation. “So please tweet, post a Facebook link, send out e-mails and text messages. Get the word out however you can and ask everyone to text WILDLIFE to 20222 right now! We need immediate support.”

For more information about the spill, [wildlife impacts](#), and [how to get engaged](#) (including coordinated volunteer efforts), please visit: www.nwf.org/oilspill.

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National Wildlife Federation's mission is to inspire Americans to protect wildlife for our children's future. NWF partnered with [Merkle](#) to architect the mobile giving program and interactive strategy. The [Mobile Giving Foundation](#), also a key partner, is responsible for deploying the mobile giving program.

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