

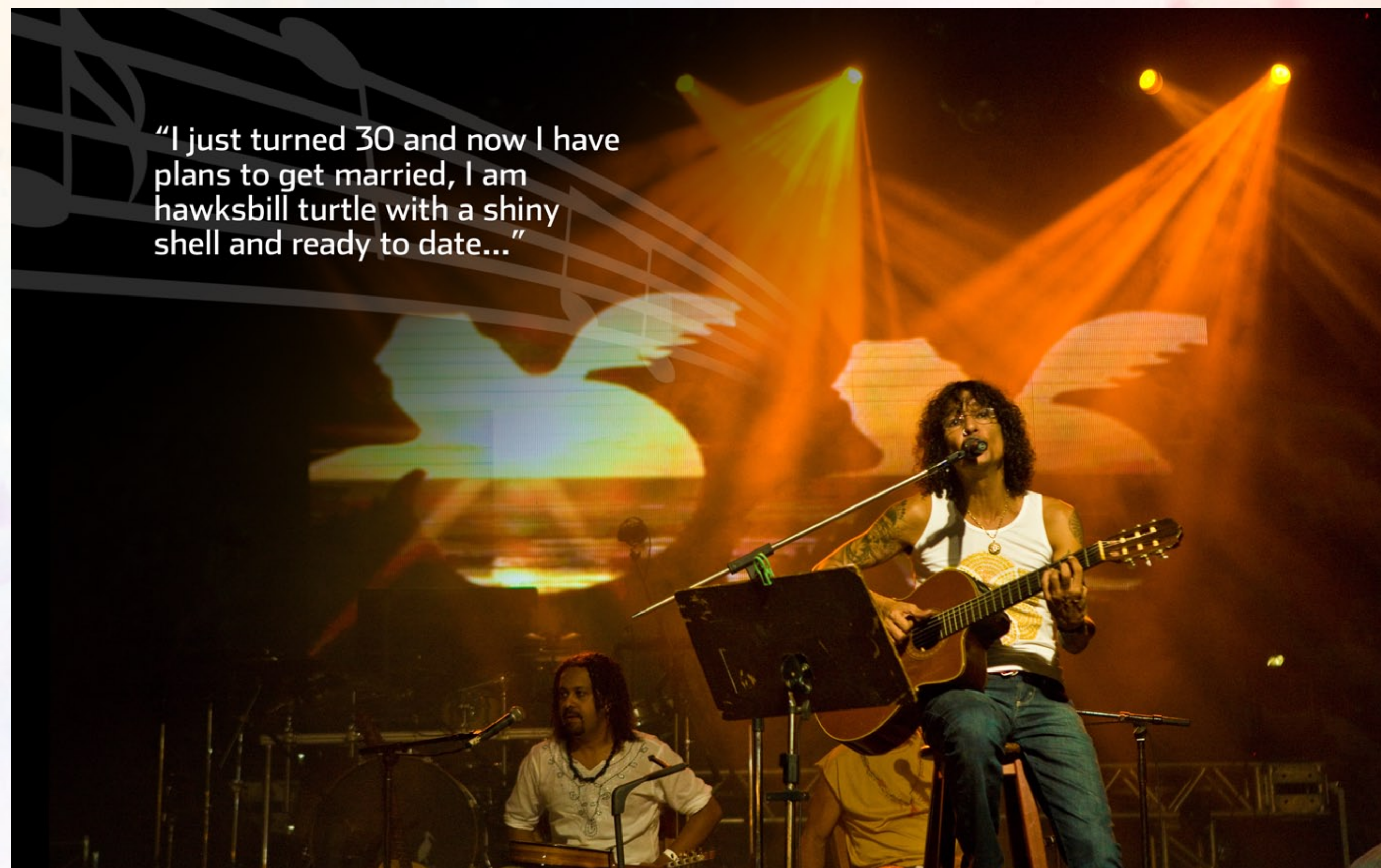
TAMAR SINGS TO CELEBRATE ITS 30TH ANNIVERSARY

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Projeto TAMAR (Brazilian National Sea Turtle Conservation and Research Program) is celebrating its 30th anniversary.

To celebrate, TAMAR has enacted many different ways of recounting their stories over the past three decades. Along with books, videos, and exhibitions, TAMAR sings for the general public about the world's sea turtles and the people who protect them.



Over the years, songs about sea turtles have been composed by fishermen and locals from small villages. But over time, many of these songs have been lost. To commemorate TAMAR's 30th anniversary, new songs were composed with themes about sea turtle conservation and recorded by famous Brazilian singers who support TAMAR's work.



As part of the celebration, TAMAR has encouraged local bands, folk groups, and other cultural groups to perform side-by-side with these famous artists at concerts held at our visitor centers. Through collaborations such as these, TAMAR strives to promote the values of local culture, creating a sense of well-being and community within these groups.

Through the power of music and the arts, TAMAR has spread its message to new and increasingly diverse audiences. TAMAR was built based on a learning by doing process.

This process stresses the importance of collective community involvement and is a way of calling society's attention to the importance of protecting sea turtles and their marine environment.

Among the planned activities throughout the year, TAMAR stations organized simultaneous hatchling release ceremonies throughout the Brazilian coast. The celebration, which took place on April 10, 2010, was called "The Day of the Return" symbolizing the release of the 10 millionth hatchling along with the return of the first generation of hatchlings protected by TAMAR 30 years ago. Collaboration with local communities has strengthened TAMAR's efforts and demonstrates the importance of their active participation in the sea turtle conservation process.



One generation of sea turtles has been protected. But this is just the beginning; there is still a lot of work to be done. The positive results we have seen thus far inspire us to continue. We must come up with new solutions for the evolving challenges of sea turtle conservation, always keeping in mind the ideals of community participation that have made TAMAR a success.



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