



## Tour de Turtles 2011 Causes Challenge Fact Sheet



Sea Turtle Conservancy has created a secondary competition within the Tour de Turtles marathon known as the Causes Challenge. The challenge aims to raise awareness about the different species of sea turtles and the various threats to their survival by giving people the opportunity to support turtle competitors and their Causes by adopting a turtle through a tax-deductible donation. Some of the Causes are specifically related to certain sea turtle species, while others are representative of threats to particular marine ecosystems utilized by sea turtles. The turtles will be representing some of the most dangerous threats to sea turtle survival, including beach lighting and commercial fishing. The Causes Challenge is a way for audiences to build a more personal connection to Tour de Turtles participants, learn about sea turtle threats and support Sea Turtle Conservancy's mission to protect sea turtles and their habitats.

By visiting the Tour de Turtles website, [www.tourdeturtles.org](http://www.tourdeturtles.org), you can meet the turtle competitors and learn more about the Causes they are championing. You can also read biographical information about the participants, see their migration maps, watch videos of their releases and much more.

The main goal of Tour de Turtles is to encourage public support of sea turtle research and education. This support will be measured with a "goal thermometer" associated with each turtle. The aim is to promote participation among educators and the general public by encouraging financial support that will combat sea turtle threats.

### What is included with a tax-deductible sea turtle adoption of \$25 or more?

- 🐢 Personalized Adoption Certificate
- 🐢 Tour de Turtles Sticker
- 🐢 Tour de Turtles Temporary Tattoo
- 🐢 Sea Turtle Conservation Guide
- 🐢 Hatchling Magnet
- 🐢 Sea Turtle Decal
- 🐢 Colorful Bookmark
- 🐢 Introductory Newsletter
- 🐢 Keepsake Sea Turtle Folder
- 🐢 One-Year Sea Turtle Conservancy Membership

