



A2Z Challenges Kids To Promote Small Animal Welfare

Contest encourages kids to find solutions to save animals.

By Rachael Brugger

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The Weather Channel and By Kids for Kids (BKFK) have teamed up to launch the "Akitas to Zebras (A2Z) Animal Challenge," a contest encouraging young people's participation in animal welfare protection. The winner will receive a \$10,000 grand prize and the possibility to see their idea put into action.

The A2Z Animal Challenge invites participants, ages 19 and under, to address a specific animal welfare concern and describe how that invention or idea will improve the lives of animals, either pets or those living in the wild, such as saving the natural habitat of the giant kangaroo or protecting the welfare of chinchillas and black-footed ferrets.

"We have seen first-hand how young people have animal protection and welfare so close to their hearts," said Shari Price, vice president at The Weather Channel.

The Weather Channel recently selected two teen "eco-ambassadors" to attend the Forecast Earth Summit in December. One of the teens had prepared a "road show" presentation geared toward teenagers about the endangered status of Pandas while the other held a recycling fundraiser to benefit a local zoo.

"We are very enthused about the many thoughtful and inspiring entries this competition will produce," Price said.

A2Z Animal Challenge participants can submit entries from April 1, 2008 until June 30, 2008 at 12 p.m. EST. Entries must be received online at www.bkfk.com/a2zchallenge.