

Andean Bear Day 2021 Virtual Toolkit

Andean Bear SAFE



Key Messages:

1. Natural History - Andean bears are unique even among other bear species.
 - a. They are the only bear species in South America. They live throughout the Andes Mountain range (Venezuela, Colombia, Ecuador, Peru, Bolivia)
 - b. They are the last remaining species of the giant prehistoric short-faced bears (subfamily Tremarctinae), that were found only in the Americas.
 - c. While there is still much we are learning about Andean bears, we know they are excellent tree climbers and nest builders – and even good swimmers.
 - d. They are omnivores, like most bears but their diet is mostly vegetarian, and they eat thousands of different types of plants.
 - e. The unique markings around their eyes make it look like they are wearing glasses (spectacles) – this is where they got the nickname or common name of “spectacled bear.” These markings are unique to each bear, like a fingerprint, which allows us to tell each individual apart by the markings on their face and chest.

- f. For more Andean bear natural history information:
<https://www.bearbiology.org/bear-species/andean-bear/>
2. Conservation – Andean bears are listed as vulnerable by the IUCN. They are threatened by loss of habitat and their population numbers are declining. We have to work together now to protect their populations for the future, and that is just what your zoo is doing as part of AZA's Andean bear SAFE Program.
 - a. <https://nc.iucnredlist.org/redlist/species-of-the-day/tremarctos-ornatus/pdfs/original/tremarctos-ornatus.pdf>
 - b. The Andean Bear SAFE (Saving Animals From Extinction) program is a coordinated partnership of AZA zoos working together on priority actions for Andean bear conservation. Together we are making a difference.
3. Zoos care about Andean bears – we work hard to provide the best care for the Andean bears in AZA zoos (your zoo) and secure a future for Andean bear populations in the wild.

Social Media:

1. Facebook Frame: Encourage your social media/PR team and local AAZK Chapter to either use, or encourage their followers to use, the Andean Bear Day Facebook Frame on their Facebook page on July 21st. (*insert PDF of frame*) You can find the frame by searching “Andean Bear Day” in the Facebook Frame menu (click on your profile photo to access the “Add Frame” menu)
2. Flood your social media with Andean Bear Day posts that include photos of Andean bears – we recommend posts that highlight the three key messaging categories:
 - a. Fun natural history information
 - b. Conservation – include what your institution is doing to contribute to Andean bear conservation/SAFE
 - c. Andean Bears in your Institution – if you have Andean bears, share pictures of them that show how cool & amazing these bears are, and talk about how they are such awesome and important ambassadors for Andean bears in the wild – they help us tell the story of these amazing bears and why it is important that we protect them and their Andean habitat
3. Use the hashtags #AndeanBearDay and #AndeanBearSAFE in your posts.

Other Virtual Activities:

1. Andean Bear Mask: Share the Andean bear mask. Encourage people to download, print and color at home and use the hashtags when posting on social media.
2. Tree Hug – Spread the Andean bear love by sharing your tree hug! Encourage people to post a photo of themselves hugging a tree or a picture of

themselves/friends out in nature/next to a tree, etc. – to represent how we need to protect trees and forests to have healthy Andean bear habitats.

