

The EAZA Teddy Bears' Picnic

Sunday 21 June 2009 at 12.30 CEST (Central European Summer Time)

The EAZA campaign 2008/2009 mainly focuses on creating awareness about European Carnivores. Carnivores that in some areas live nearly on our doorstep. In many cases this is precisely the reason they are so threatened. Unfortunately in many such cases of human-carnivore conflict the result is the death or a lifetime in captivity for the carnivore in question.

By creating awareness we want to make people realise that a peaceful co-existence is an option. Beehives, orchards, sheep etc can be protected from potential predators and, as long as we give carnivores enough space and prey and do not attract them to areas of human habitation, the number of conflicts can be much reduced.

The Teddy Bear is the one bear that everyone knows and loves. By using it as a focus for this activity we hope to transfer some of the affection we feel for the teddy bear to its prototype in the wild. The event we have chosen as the focus for this is a Teddy Bear's Picnic. An event made famous in English speaking countries at least by the song of the same name. In order to get greater media attention for both the event and for our campaign we hope to enter our Pan-European Teddy Bears Picnic for a Guinness World Record.

Guidelines for the event

- Timing: To be eligible for the Guinness world Record, certain conditions have to be met. We hope to make this a group record. This means that all zoos will have to hold their Teddy Bears Picnic event on the same day, Sunday 21 June, and at the same time. However, we have a 4 hour time difference across Europe. This means we will have to hold the event at different local times in the different time zones. This will be:
 - 11.30 WEST for western zoos such as Lisbon, Dublin and London
 - 12.30 CEST for Central Europe Amsterdam, Paris, Rome
 - 13.30 EEST for Riga, Vilnius, Tallinn
 - 14.30 for zoos in the Eastern time zone Moscow and St Petersburg.
- The record is for the greatest number of teddy bears (not people) to attend a picnic
- The picnic must take place outdoors and a meal must be provided
- There should be no more than 20 bears per person and all bears must belong to their owners. Bears may not be distributed or purchased at the picnic
- Attendance must be confirmed by individuals signing their name once only on a form witnessed by two independent persons. Bears should be counted on arrival by the witnesses and the number recorded next to the owners signature. This list must be submitted for the claim.

Witnesses: are persons of standing in the local community; police officers, judges, mayors, councillors, Members of Parliament, doctors, ministers of religions, newspaper editors, etc.

General evidence requirements:

- 1) The two witnesses need to provide statements confirming the attempt
- 2) Independent collaboration in the form of media coverage
- 3) Video footage – VHS, DVD, CD-ROM
- 4) High quality colour photographs

The Event

Each zoo has lots of possibilities to organize the event in their own particular style. Many of the activities we have suggested on the website can be incorporated into that day to make it more special for example you could organize your own rap competition (using the music which we will be putting on the website) or hold a story telling event.

We realize that one of the requirements from Guinness is for a meal to be provided this sounds as if it may make the event cost too much. However we would like to make you aware that this "meal" need not be costly, a simple drink and a sandwich could be sufficient. There is also the possibility of finding sponsorship to cover some of your extra costs. So please do not be put off holding your own Teddy Bears' Picnic by this meal requirement

The important things you need to remember is that the Teddy Bears Picnic is primarily to raise awareness. So make sure that you make your local media aware about the event and about our campaign for European Carnivores.