

Executive Summary:

DISAPPEARING FROGS PROJECT



Terry Thirion, Charlotte artist and environmental enthusiast is using art as a vehicle to communicate to the public the importance of the global decline of amphibian populations; more than 200 species of frogs have gone extinct in the past 30 years. Terry feels the urgency to raise public awareness about this unprecedented rate of species decline. Her vision is to educate the public to the fact that amphibians are important to the health of our planet and ultimately to the health of humankind. In 2013, the ***Disappearing Frogs Project*** was created.

Art does not have to be insulated from science. It can be its interpreter.

Terry is using **Art** to demystify science; to communicate complex ideas in a form that's understandable to the public. Mobilizing the collective power of artists as interpreters forms a vital link in the scientific communication chain. The ***Disappearing Frogs Project*** creates synergy between artists and scientists by communicating the magnitude of the global amphibian decline and its potential effects on species extinction.



In February 2014, the "***Disappearing Frogs Project***" came to life with a thirty-day multimedia art installation at the Charlotte Art League in Charlotte, NC. More than two hundred artists responded in support of Terry's call, contributing 190 original paintings, sculptures and photos. The month-long installation included a 25' wall of unique amphibian art, beautiful works of art by local school children, and other public events such as a scientific panel discussion led by environmental experts from around the country, a fun-filled evening of open mic, and an original puppet show starring a cast of frogs artfully raising environmental issues.

Awareness in the community is being raised; hearts of the public are being touched; and the ***Disappearing Frogs Project*** is inspiring people to get involved and to take personal action. The event was an instant success: Art*Awareness*Action

In October 2014, in the neighboring state of South Carolina, The Arts Council of York County invited the ***Disappearing Frogs Project*** to participate in the 52nd Annual "Come-See-Me Festival." Collaborating closely with the management team the ten-day event was beautifully produced incorporating the same successful elements and format used in Charlotte the previous year.

Additionally, we hosted Dr. Robin Moore, award winning nature photographer, and author of *In Search of Lost Frogs*. Robin participated in a book signing event at a local bookstore in Charlotte as well as made a guest appearance on Charlotte Talks, a popular radio talk show on the NPR affiliate WFAE,

"Let's mix metaphors: The disappearance of frogs around the world could be the canary in the coal mine. Scientists believe that we may be in the midst of the planet's sixth mass extinction and disappearing frogs may be a warning sign of more changes to come. Dr. Robin Moore, whose lifelong fascination with frogs led to his traveling to the remote corners of the world looking for amphibians, shares what he found and why frogs matter."



In 2015 the ***Disappearing Frogs Project*** partnered with the **Amphibian Survival Alliance**—the world's largest partnership for amphibian conservation. Together our goal is to raise awareness of global amphibian declines, inspire people to take personal action to protect these incredible species, while also providing a unique opportunity for artists to support amphibian conservation, education and research.

In 2016, the ***Disappearing Frogs Project*** is coming to Raleigh, North Carolina. Our objective is to work with an organization whose reach will connect us with the individuals in the Triangle area and potentially to communities across the state making the ***Disappearing Frogs Project*** a state-wide Arts, Awareness, and Action generated event.

Using art as the medium, the goal is to produce a multi-sensory event focusing on one simple message: *Amphibians are critical to the health of our planet and ultimately to the health of humankind.*

North Carolina's amphibian diversity is among the highest in the world. It's important that we work together to reach the public making them aware of the beauty and benefits amphibians provide to all of us.

We welcome the opportunity to discuss how you can get involved with the ***2016 Disappearing Frogs Project*** and what ideas you may have to make this event in Raleigh a success.

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