



YANUA International Presents

SAVING PANDAS™



In collaboration with the Chengdu Research Base of Giant Panda Breeding

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YANUA INTERNATIONAL RAISES AWARENESS OF PANDA CONSERVATION WITH SAVING PANDAS™ MOBILE APP

*U.S. Ready for 'Panda-monium' this Spring and Summer with Saving Pandas
Events and Promotions Hosted By YANUA International in Collaboration with Chengdu Panda Base*

LOS ANGELES (April 23, 2014) -- YANUA International, a strong supporter of the Chengdu Giant Panda Breeding Research Foundation, invests in a mobile game that raises awareness of the conservation of Giant Pandas. In collaboration with the Chengdu Research Base of Giant Panda Breeding, a non-profit organization engaged in wildlife research, captive breeding, conservation education, and educational tourism, YANUA recently launched its [Saving Pandas™](#) mobile app, where players are challenged to rescue baby pandas from evil space aliens in a series of unexpected twists and turns. Today, they announced plans for summer fun to celebrate and spread the word of the game, including special events, promotions, and partnerships with organizations like Earthwatch Institute, Giant Panda Zoo, and GoEco.

"Giant Pandas are beloved worldwide and with roughly 1,596 left in the wild, conservation efforts are critical if we are to preserve them as a species," said Dr. Richard Helfer, Chairman of YANUA International. "People – especially children -- want fun and engaging ways to learn and be inspired, so it seemed fitting to launch Saving Pandas mobile app to educate people around the world about Giant Pandas. We're taking our platform on the road in collaboration with Chengdu Panda Base, where many Pandas call home before relocating to a zoo around the world. We'll host events and promotions, all to engage people in an extraordinary way, on the topic of panda conservation. We believe that the more we talk about saving pandas, the more people will develop care for the Giant Pandas."

Coast-to-Coast 'Panda-monium'

Saving Pandas will launch an awareness campaign this spring and summer with a series of special events, partnerships and social media promotions. The fun begins with a national 'P-5 Saving Pandas Sweepstakes' kicking off on April 9, 2014, which at summer's close will reward one lucky winner with an opportunity to meet the real P-5 Pandas Five and to have a Panda Keeper experience at Chengdu Panda Base in China. Select zoos will host special events featuring exclusive fun like Saving Pandas gameplay, photo opportunities and more. Participating panda lovers will be enlisted as members in the P-5 Club to spread the love about conservation, receive Saving Pandas updates and enjoy P-5 Club exclusives.

"Our decision to introduce Saving Pandas through lively events at zoos and nationwide promotions like the P-5 Saving Pandas Sweepstakes was made with the intention of reaching as many people as possible with our inspired story of an endangered species. No matter the animal that holds a special place in your heart, we're inviting the public to help us celebrate efforts towards a responsible, balanced and healthy world," Dr. Helfer concludes.





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Be a Panda Hero – Download Saving Pandas Today

Inspired by a group of real Giant Pandas that currently reside at the Chengdu Panda Base, the 'Saving Pandas' mobile app characters were inspired by the [P-5 \(Pandas Five\)](#), each with their own distinct personality who together represent a force for positive change in the world.

- *Jin Shi (Golden Lion) 'The Explorer'* – Adventurous and curious. He is willing to flow with new ideas, and loves to wander. Courageous with a sharp, analytical mind; the advisor of the P-5.
- *Ying Ying (Welcome) 'The Rockstar'* – He is avant-guard, fun, talented and musically inspired by everything. Ability to charm others. Loves to be the center of attention. Likes 'The Dancer.'
- *Yin Yin (Recite, Chant) 'The Dancer'* – Kind, compassionate; a gentle disposition. She is feminine in mannerisms and the way she moves. Strong character, great resiliency. Likes 'The Sportsman'.
- *Xi Le (Good News, Happy) 'The Sportsman'* – Highly competitive, focused, a team player and physical leader of the P-5. He is daring and bold. Always comes to the rescue. A true champion.
- *Le Le (Happiness) 'The Artist'* – She is a sculptor and renaissance revivalist. Sees opportunities in everything. Believes in her art as a force for good. Loves the planet and eco products.

The adorable and addicting game challenges players to use their skills to overcome obstacles, hurdles and enemies on unfriendly planets to save baby pandas abducted by evil space aliens. Players select a P-5 hero and collect hearts during their journey. In between levels, facts help educate players about Giant Pandas.

Available in the [App Store](#)™ for \$1.99, 'Saving Pandas' is played on iPhone®, iPod touch® or iPad®, and it can be downloaded in English, Japanese, Mandarin, French, Spanish and Portuguese.

Follow 'Saving Pandas' online at www.savingpandas.com – where panda lovers can spy the original P-5 via the 24/7 [live Panda-Cam](#) streaming from Chengdu Panda Base. Or engage Saving Pandas on **Facebook**; @SavingPandasApp on **Twitter**; and SavingPandasApp on **Instagram**.

ABOUT YANUA INTERNATIONAL

YANUA International Pte Ltd is incorporated in Singapore. YANUA aspires to be a lifestyle brand rooted in Asian ways of living and thinking, while recognizing and incorporating the ideals of Western thought. YANUA is a supporter of the Chengdu Giant Panda Breeding Research Foundation and is committed to furthering panda research at Panda Valley.

ABOUT CHENGDU RESEARCH BASE OF GIANT PANDAS BREEDING

The Chengdu Research Base of Giant Panda Breeding is a non-profit organization engaged in wildlife research, captive breeding, conservation education, and educational tourism. It is located in Chengdu, Sichuan, People's Republic of China. The Base was founded in 1987 with six Giant Pandas rescued from the wild and has grown to 145 Giant Pandas today.

Chengdu Panda Base possesses a unique and uncompromising commitment to the conservation of the wild (in situ) population and the healthy growth of the captive (ex situ) population. It aims to be a world-class research facility, conservation education center and international educational tourism destination. For more information please visit www.panda.org.cn

ABOUT EARTHWATCH INSTITUTE

Earthwatch (www.earthwatch.org) is an international nonprofit organization that engages people worldwide in scientific field research and education to promote the understanding and action necessary for a sustainable environment. Earthwatch has more than 50 expeditions, all over the world, and partners with the world's top scientists in their field. The Earthwatch On the Trail of Giant Pandas in China expedition supports the long-term welfare of giant panda through volunteer observation and care of the species.

ABOUT GIANT PANDA ZOO

Giant Panda Zoo (www.giantpandazoo.com) was founded by Jeroen Jacobs. His panda story started in the summer of 1987 when two giant pandas visited his home town Antwerp. The first edition of this website went online on October 15, 2000. Jeroen became one of the Pambassadors of the Chengdu Research Base of Giant Panda Breeding in September 2010.

ABOUT GOECO

GoEco (www.goeco.org) was created by experienced volunteers for people who are eager to travel and contribute to the communities, wildlife and environments they visit. GoEco offers a selection of excellent yet affordable volunteer opportunities for ecologically and socially conscious travelers in more than 30 countries.

