



MEDIA KIT

2023

Mission Statement

To protect and restore wild populations of tortoises and freshwater turtles through science-based conservation, global leadership, and local stewardship.



Organization Overview

Formed in 2001, Turtle Survival Alliance is a global conservation organization that works to create a planet where tortoises and freshwater turtles can thrive in the wild. During its first four years, Turtle Survival Alliance operated as a task force for the International Union for Conservation of Nature's Tortoise and Freshwater Turtle Specialist Group. Our science-based initiatives are directed by local leaders, inspiring sustainable, community-based stewardship to prevent extinctions. Where populations cannot yet succeed in the wild, our breeding programs ensure their future survival.

In 2004, Turtle Survival Alliance became an independent 501(c)(3) nonprofit, initially with a home base in Texas at the Fort Worth Zoo. With growth also came the need for a facility to house and provide assurance colonies for some of the world's most endangered turtles and tortoises. Thus, in 2013, we established the Turtle Survival Center in rural coastal South Carolina, now home to more than 600 animals.



Organization Overview

Turtle Survival Alliance provides conservation breeding programs, field research, culturally appropriate conservation initiatives, community engagement and outreach, and shares new research and techniques throughout the global turtle and tortoise conservation community.

Through collaborations with zoos, aquariums, universities, private turtle enthusiasts, veterinarians, government agencies, and conservation organizations, Turtle Survival Alliance has become widely recognized as a catalyst for turtle conservation, with a reputation for swift and decisive action.



Turtle Survival Alliance employs a three-pronged approach to turtle conservation:

Restoring
populations in the
wild where
possible

Securing species
in captivity
through
assurance
colonies

Building capacity
to restore, secure
and conserve
species within
their range
countries

Media Stats

Turtle Survival Alliance maintains an engaging presence on all major social media platforms. Our most notable following can be seen on Instagram, Facebook, and YouTube.

Social Media Handles: @turtlesurvival

INSTAGRAM **49.1K** followers

FACEBOOK **63K** followers

YOUTUBE **239K** views



Image © Nickie Stone



The Turtle Survival Alliance logo should always have its own “safe zone” to keep it away from other graphics or copy.

This “safe zone” is equal to the height of the “a” in alliance.



LOGOS

Horizontal



The Turtle Survival Alliance logo should always have its own “safe zone” to keep it away from other graphics or copy.

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LOGOS

Vertical

Contact

For media inquiries, interviews, or further information, please contact:

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Additional Resources

Website: [/turtlesurvival.org](https://turtlesurvival.org)
Social Media Handles: [@turtlesurvival](https://twitter.com/turtlesurvival)



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