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**MadagaSCARS**  
**ANIMATION RELEASE**

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# PRESS RELEASE

Lemur Conservation Foundation Releases Provocative *MadagaSCARS*

*Flash animation by independent filmmaker Camille Wainer captures challenges and hopes for the long-term survival of lemurs, "the most threatened mammal group on Earth"*

**Myakka City, November 4, 2015:**

To celebrate the World Lemur Festival, the Lemur Conservation Foundation (LCF) has released *MadagaSCARS*, a provocative five-minute flash animation created by Dublin-based artist, illustrator, and documentarian Camille Wainer. The short film captures the urgent environmental and social issues that threaten the future of wildlife and humans on the island of Madagascar.

While a student at Pratt Institute in New York City, Wainer served as executive assistant to LCF founder Penelope Body-Sanders. Since graduation, she has produced editorial illustrations for such organizations as the American Museum of Natural History, Habitat for Humanities, *The Washington Post*, and *The New York Press*.

Founder and president of independent film production company Documinute Productions, Wainer made her directorial debut in 2010 with the silent documentary *Thou Art: Williamsburg*, featuring artists in the post-9/11 community of New York City. She has recently completed *Thou Art: Dublin*, about contemporary Irish artists.

The Lemur Conservation Foundation is grateful to artists like Wainer who produce pieces that inspire empathy and understanding, creating an emotional link between lemurs and humans that is critical to conservation. *MadagaSCARS* was screened at the October 2015 Dublin Animation Film Festival, and the LCF website is featuring the film from October 29 to December 1, 2015: <http://www.lemurreserve.org/>.

Please join us in our celebration of the World Lemur Festival by sharing the challenges and hopes for lemurs illustrated in *MadagaSCARS*.

Founded in 1996, the Lemur Conservation Foundation is dedicated to protecting and preserving lemurs, the unique and endangered primates of Madagascar, through managed breeding, conservation, education, scientific research, and the arts.

Accredited by the American Association of Zoos and Aquariums (AZA), the 120-acre Myakka City Reserve encompasses two fenced forests where many of the 52 resident ring-tailed, red-ruffed, mongoose, brown, collared, and Sanford's lemurs range freely. This nearly natural habitat invites authentic behaviors, improving breeding success and enabling scientific research and field training for visiting university students. LCF is creating a safety net for wild populations through a conservation breeding program that has resulted in more than 50 lemur births since 2001.

As reported in the journal *Science* in 2014, lemurs are now "the most threatened mammal group on Earth." The International Union for the Conservation of Nature (IUCN) estimates that, at current rates, 90 species of lemurs face extinction in the next 20 years.

Lemurs' decline correlates directly with the degradation of their habitat, which in turn reflects the hardships of their human neighbors. Lemurs are native only to Madagascar, an island nation off the southeast coast of Africa rich in biodiversity but so poor that it ranks near the bottom of every measure in the [2015 United Nations Human Development \(UNDP\) report](#). More than three quarters of Malagasy live in "multidimensional poverty," and the primary school dropout rate nears 60%.

LCF is working on two continents to educate citizens and scientists about lemurs and to support efforts to save these rare mammals from extinction.