

Press Release

Aquaponic Economics: Going Ape in Cameroon

ECOLIFE Tackles Bushmeat Crisis in Cameroon with Village Aquaponics

San Diego, November 29, 2010:

The **Aquaponic Economics: Going Ape in Cameroon** program from **ECOLIFE Foundation** has been selected by The Walt Disney Company as a recipient of funding through Disney's Friends for Change.

Aquaponic Economics: Going Ape in Cameroon is among the five programs that have been chosen for their environmental efforts.

Disney's Friends for Change helps kids help the planet. Encourage the kids in your life to join and pledge to take simple everyday actions that help the planet at www.Disney.com/projectgreen.

Beginning November 29, 2010, kids can vote on the Friends for Change website to help Disney decide how this installment of its \$1 million in donations will be distributed among the five programs. **Aquaponic Economics: Going Ape in Cameroon** will receive a portion of this installment. The amount depends on the percentage of votes earned – first place gets \$100,000, so tell the kids in your life to get involved and vote today!

ECOLIFE plans to create village-scale aquaponic farming in Cameroon, where people now rely on bush meat – the slaughter of wild animals for food – to feed themselves and their families.

Aquaponic Economics: Going Ape in Cameroon will quality of life by providing a sustainable food source, increase family income, and reduce bush meat issues as well as disease.

Bill Toone, executive director of ECOLIFE, stated, *"Our work is unique in its holistic approach to wildlife conservation and humanitarian needs. Conservation has addressed wildlife needs at the cost to people, while humanitarian work is done at great cost to the resources desperately needed by people and wildlife. The future of conservation is people and meeting their needs in sustainable ways"*.

Aquaponics is a bio-integrated system that links re-circulating aquaculture with hydroponic vegetables or herb production. Recent advances by researchers and growers alike have turned aquaponics into a working model of sustainable food production. The waste products of one biological system serve as nutrients for a second biological system. Water is re-used through biological filtration and recirculation. Aquaponics maximizes production of organic produce and fish protein for small-scale use, yielding a minimum of a pound of fish to ten pounds of produce monthly.

Additionally, it uses 99% less water than traditional fish farming and 90% less water than conventional vegetable gardening.

ECOLIFE currently operates two aquaponic systems in Escondido; the systems are monitored and designed to provide the maximum production of fish and vegetables; salad greens and herbs from the systems are donated to local homeless shelters and the Monarch School, a school for homeless children. This same technology can be transferred globally to poor areas where food and water are scarce.

The ECOLIFE Foundation's is a 501c(3) not for profit with the mission of using conservation as a tool to protect and improve human life and natural resources.

About Disney's Friends for Change: Project Green

Disney's Friends for Change: Project Green is a multiplatform initiative that helps kids help the planet. To date, more than \$2 million has been distributed to environmental charities worldwide, via the Friends for Change/iTunes initiatives, annual grants programs and Youth Service Awards. Through the program, kids can learn practical ways to help the environment, get their friends involved, track their collective impact and have the opportunity to help Disney decide how \$1 million in donations to various environmental causes will be made over the course of a year. Kids can join online at www.Disney.com/projectgreen, where they'll pledge to take simple everyday actions, such as turning off the lights and switching to reusable water bottles, and find out more about why these actions matter.