

*The 2010 International Year of Biodiversity Team is proud to present the work and efforts of Malaka Rodrigo, Environmental Journalist for SundayTimes, Sri Lanka. Individuals can really make a difference in helping biodiversity!*

## **From Sri Lanka - Effort to pass the message about the International Year of Biodiversity**

01 January 2010



[Download images \(zip\)](#)

By: Malaka Rodrigo, Environmental Journalist for SundayTimes

I'm an Environmental Journalist of SundayTimes ([www.sundaytimes.lk](http://www.sundaytimes.lk)) - the English Newspaper with the highest circulation in Sri Lanka. Biodiversity is my key interest area and I'd like to raise awareness of my readers. I had already done an article on the International Year of Biodiversity for kids. <http://window2nature.wordpress.com/2009/12/28/2010-international-year-of-biodiversity/>. Two more articles are expected to appear on this Sunday's papers.

I have also created a blog and a facebook group to give prominence to the protection of valued biodiversity. The blog is [www.biodiversity2010.blogspot.com](http://www.biodiversity2010.blogspot.com) and the facebook group is called biodiversity.2010. I will also be using my facebook group SAVE ELEPHANTS, which has been the largest FB group dedicated to Elephants, with over 4000 members and still growing. I embedded the International Year of Biodiversity logo to the profile picture so that it will give more prominence. I had also designed a set of new year greeting cards (pictures above) with the International Year of Biodiversity message. I Hope it would make them aware about the International effort to stress the need to protect Earth's Valued Biodiversity...

I would like to extend my support for the International Year of Biodiversity campaigns that the Secretariat of the Convention on Biological Diversity is aiming to launch in the coming weeks and months...

Regards,

Malaka~

+94 77 3589392

[malaka.rodrigo@gmail.com](mailto:malaka.rodrigo@gmail.com)

[www.window2nature.wordpress.com](http://www.window2nature.wordpress.com)

## **From Sri Lanka - Effort to pass the message about the International Year of Biodiversity**

29 January 2010

### *More articles linked to Biodiversity*

\* A series called "Year of Biodiversity with Pancha & Panchie". Each piece will illustrate about a group of animals in story telling style. The latest was about butterflies

[http://www.sundaytimes.lk/100117/FunDay/fut\\_05.html](http://www.sundaytimes.lk/100117/FunDay/fut_05.html)

\* Article on Sinhala for Lankadeepa Newspaper about the International Year of Biodiversity, which is having the highest circulation in Sri Lanka <http://window2nature.files.wordpress.com/2010/01/2010-year-of-biodiveristy-17-01-10.jpg>

\* Green Customs to Protect Biodiversity – 26 January was World Customs Day, so I got the opportunity to tell my readers about Custom's Biodiversity Protection Unit

<http://window2nature.wordpress.com/2010/01/23/green-guards-at-the-port/> or

[http://www.sundaytimes.lk/100124/Plus/plus\\_13.html](http://www.sundaytimes.lk/100124/Plus/plus_13.html)

\* Ex-situ Conservation to Protect Biodiversity

<http://window2nature.files.wordpress.com/2010/01/pathirana-salaya.jpg>. This was done under the alias ZooLander, which I'm doing as a series for another newspaper.

\* A story about "Biodiversity in the Election" - symbol of both main candidates are something related to biodiversity (swan and betel leaves).