The educational display(s) is/are used to help educate the public about your endangered species. They must be engaging enough to make the public stop, read and interact with the information you want them to know. REMEMBER, your objective is to raise the public’s awareness about endangered species and how to conserve them.

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| Excellent | Good | | Poor |
| Display(s) are eye-catching and original |  | |  |  |
| Display(s) are interactive and engaging |  | |  |  |
| Major animal identified (common and scientific name) |  | |  |  |
| Major animal’s status identified (endangered, critically endangered, etc.) |  | |  |  |
| Minor animal identified (common and scientific name) |  | |  |  |
| Minor animal’s status identified (endangered, critically endangered, etc.) |  | |  |  |
| Map of animal’s distribution |  | |  |  |
| Relevant foodweb illustrated and labeled with appropriate terms (producer, primary consumer, etc.) |  | |  |  |
| Common and scientific names of 3 plant species dominant in the animal’s habitat |  | |  |  |
| Conservation efforts clearly explained – what is being to save this species? What can zoo visitors do to help save this species |  | |  |  |
| Three interesting facts |  | |  |  |