

New Art with Heart Postcard Service launched by Conservation Charity to Bring Cheer During Coronavirus Lockdown

Friday 17 April, 2020

UK based conservation charity Explorers Against Extinction (reg UK charity No 1177505) has launched a new **postcard service** to bring cheer to people during lockdown while also helping to raise awareness about threats to wildlife and wild spaces.

Many vulnerable people are facing weeks of isolation and loneliness due to the Coronavirus lockdown, unable to leave home or to see friends and family. The lockdown has also led to a halt in eco-tourism around the world - a vital source of revenue for local communities safeguarding iconic species and their habitats. Conservationists fear a surge in poaching and other illegal activity as a result.

Trustee Sara White explains the simple idea behind the postcard service, "Who doesn't love to receive a surprise postcard? We thought the small gesture of sending a wildlife postcard might help to brighten a loved one's day during this difficult time. While also cheering someone up, the sale of postcards helps to support Explorers Against Extinction nominated conservation projects."

Projects focus on safeguarding iconic species and include support for conservation canines and anti-poaching units. These units are under immense pressure - many face a heightened level of threat while operating with reduced staff and depleted funding during the Coronavirus crisis.

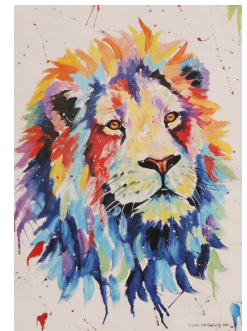
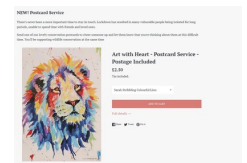
White continues, "Using the postcard service is a very quick, easy and affordable way for people to support the work we are doing. Lots of small donations really can make a big difference. Just £25 is enough to buy boots for a ranger; £50 will pay for a conservation canine to have a check-up at the vet."

There are ten postcard designs to choose from. All feature endangered wildlife as depicted by professional artists supporting the charity's annual affordable art exhibition 'Sketch for Survival'.

The service costs just £2.50 and includes your choice of postcard, personalisation with a short message, postage in the UK and a small donation to the charity.

You can find out more [here](#).

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