



NON-NATIVE PET AMNESTY DAY
FEBRUARY 23, 2008



Nonnative Pet Amnesty Day

Welcome to Nonnative Pet Amnesty Day ONLY!
10:00 AM until 2:00 PM
Today's event is a chance for you to bring your nonnative pet to a professional who will help you decide if you should keep it or release it. Bring your Reptile of Choice to the event and have it checked out. Unleashed exotic pets are a problem for the island's native wildlife.
Do a responsible pet owner. Help stop the release and spread of nonnative pets.
Sponsored by the Florida Fish and Wildlife Conservation Commission

**PREVENT ILLEGAL
INTRODUCTIONS**



**INCREASE
AWARENES**



**PROMOTE
ADOPTION
NETWORK**







**LOCAL
EXHIBITORS**



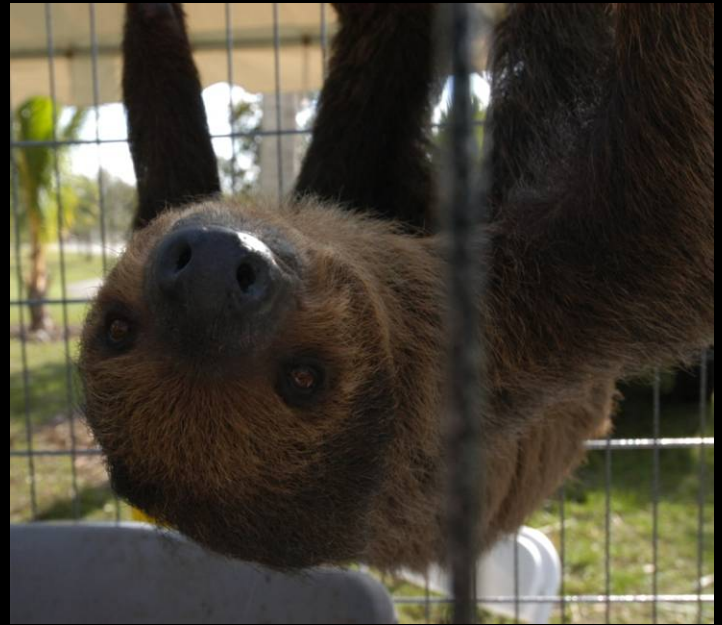
A white rectangular sign with black text that reads "Microchip Implantation". The sign is attached to a metal pole. In the background, a person is wearing a blue and white baseball cap with red stars.

Microchip Implantation



A close-up photograph of a person's hands using a syringe to inject a microchip into the skin of a snake. The snake is dark with light-colored patterns. The person's hands are wearing a gold ring. In the background, there are boxes labeled "AVID" and "CVS".

9 ROC TAGGED



ROBERT SONNER & FRIENDS





ATTENDANCE
400-500





148 SURRENDERS



21 POST EVENT

12 SCORPIONS



NATIVE!

**CAIQUE
COCKATOO
2 LOVEBIRDS
2 MONK PARAKEETS**





8 MAMMALS

Coati



2 Eastern gray squirrels
2 Sugar gliders
2 Norway rats





121 REPTILES



29 LIZARDS
25 SNAKES

62 TURTLES
5 TORTOISES





**BREAKING UP
IS HARD TO DO**



**29 CERTIFIED
ADOPTERS**

**MIAMI METROZOO
MIAMI SCIENCE MUSEUM**

NATIONAL PARK SERVICE

**MIAMI / EL NUEVO
HERALD
FEBRUARY 17, 2008**

**406,000 copies
974,000 readers**

\$39,705 GRANT

**ENP, SO. FL
National Park
Trust, FP&L**



DON'T LET IT LOOSE! BE A RESPONSIBLE PET OWNER

*Have an unmanageable exotic pet? Don't add more teeth to Florida's invasive exotics problem.
Bring your unwanted exotic animal to the Nonnative Pet Amnesty Day.*

NONNATIVE PET AMNESTY DAY FREE AND OPEN TO THE PUBLIC



WHERE: MIAMI METROZOO

12400 SW 152nd St
Miami, FL 33177

WHEN: ONE DAY ONLY!

**Saturday, February 23, 2008
10:00 am until 2:00 pm**



- ❖ SURRENDER UNWANTED EXOTIC PETS (REPTILES, AMPHIBIANS, BIRDS, FISH), FREE OF CHARGE. NO DOMESTIC PETS, PLEASE!
- ❖ NO QUESTIONS ASKED! NO PENALTIES!
- ❖ DONATED PETS WILL BE EXAMINED BY A VETERINARIAN. HEALTHY ANIMALS WILL BE PLACED WITH CERTIFIED ADOPTERS.
- ❖ BRING THE FAMILY—LIVE ANIMALS WILL BE ON DISPLAY!
- ❖ TALK TO EXPERTS AND LEARN ABOUT RESPONSIBLE PET OWNERSHIP.
- ❖ HAVE YOUR REPTILE OF CONCERN IMPLANTED WITH A MICROCHIP FOR ONLY \$25.00.

Sponsored by: The Florida Fish and Wildlife Conservation Commission and Miami MetroZoo

**RELEASING EXOTIC ANIMALS INTO THE WILD IS
NEVER A GOOD IDEA:**

IT'S HARMFUL TO THE ANIMAL.

IT THREATENS NATIVE FISH AND WILDLIFE POPULATIONS.

IT'S ILLEGAL!

A Special Supplement Produced by the National Park Service and the Florida Fish and Wildlife Conservation Commission



**NATIONAL & INTERNATIONAL
MEDIA COVERAGE**


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Let me take that iguana off your hands ...

Miami zoo does owners a favor and accepts unwanted exotic pets



Luis M. Alvarez / AP

Joseph Sloane Jr., right, lets Yolanda Camejo touch his 3-year-old boa constrictor after having a microchip implanted in it for tracking purposes during Pet Amnesty Day at the Miami Metro

Video



Launch

Home for exotics

Feb. 25: More than 100 South Floridians surrendered their unwanted exotic animals at the Miami MetroZoo. WTVJ's Tom Llamas reports.

NBC News Channel



THE TODAY SHOW
FEDERAL NEWS RADIO
YAHOO! NEWS
NEWSVINE.COM
MIAMI HERALD
LOCAL NETWORKS in ME,
CA, TX, MA, WA, WI, IL,
NY, MT, OK, NC, ND

“DAY-OF” COST

EXHIBITORS: \$800

TENTS, TABLES, CHAIRS: \$1420

SUPPLIES: \$150

SIGNS, BANNERS: \$220

FOOD: \$290

VOLUNTEER GIFTS: \$400

TOTAL: \$3280

The background of the slide is a photograph of a tropical park. In the foreground, there is a paved road. Behind it, a grassy area is filled with numerous tall palm trees. A group of people, some in uniform and others in casual wear, are scattered throughout the park. Some are standing near white folding chairs and tables, while others are walking. The sky is bright and clear.

STAFF COMMITMENT

FWC- 84 DAYS

COOPERATORS – 68 DAYS

The background image shows an outdoor event in a tropical setting. Numerous palm trees are scattered throughout the scene, some with coconuts. In the lower half, there are several white pop-up tents. People are seen walking around, some in uniform (possibly police or security). White folding chairs are arranged in rows. The overall atmosphere is that of a public gathering or festival in a warm climate.

MEDIA VALUE

AUDIENCE: 28.6 MILLION

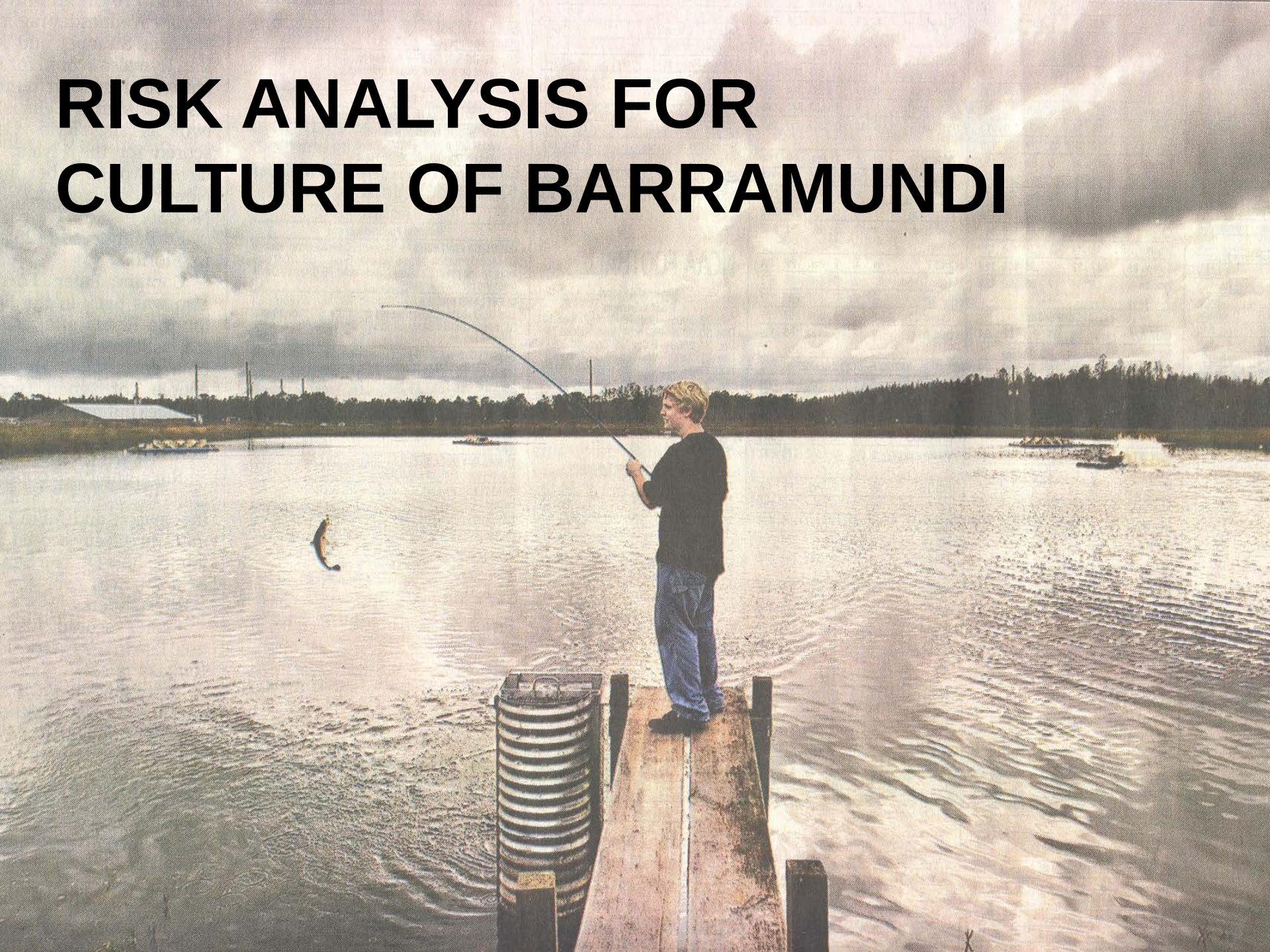
**PUBLICITY VALUE:
\$1,280,500**

NEXT?



**MOBILE UNIT FOR
LOCAL SPONSORS**

RISK ANALYSIS FOR CULTURE OF BARRAMUNDI





BRA-ROD, LLC



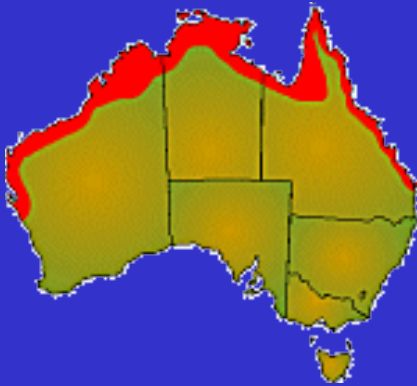
Image: J. Parkinson



6 FEET 130 LBS.

TOP PREDATOR

**FRESH, BRACKISH,
MARINE**



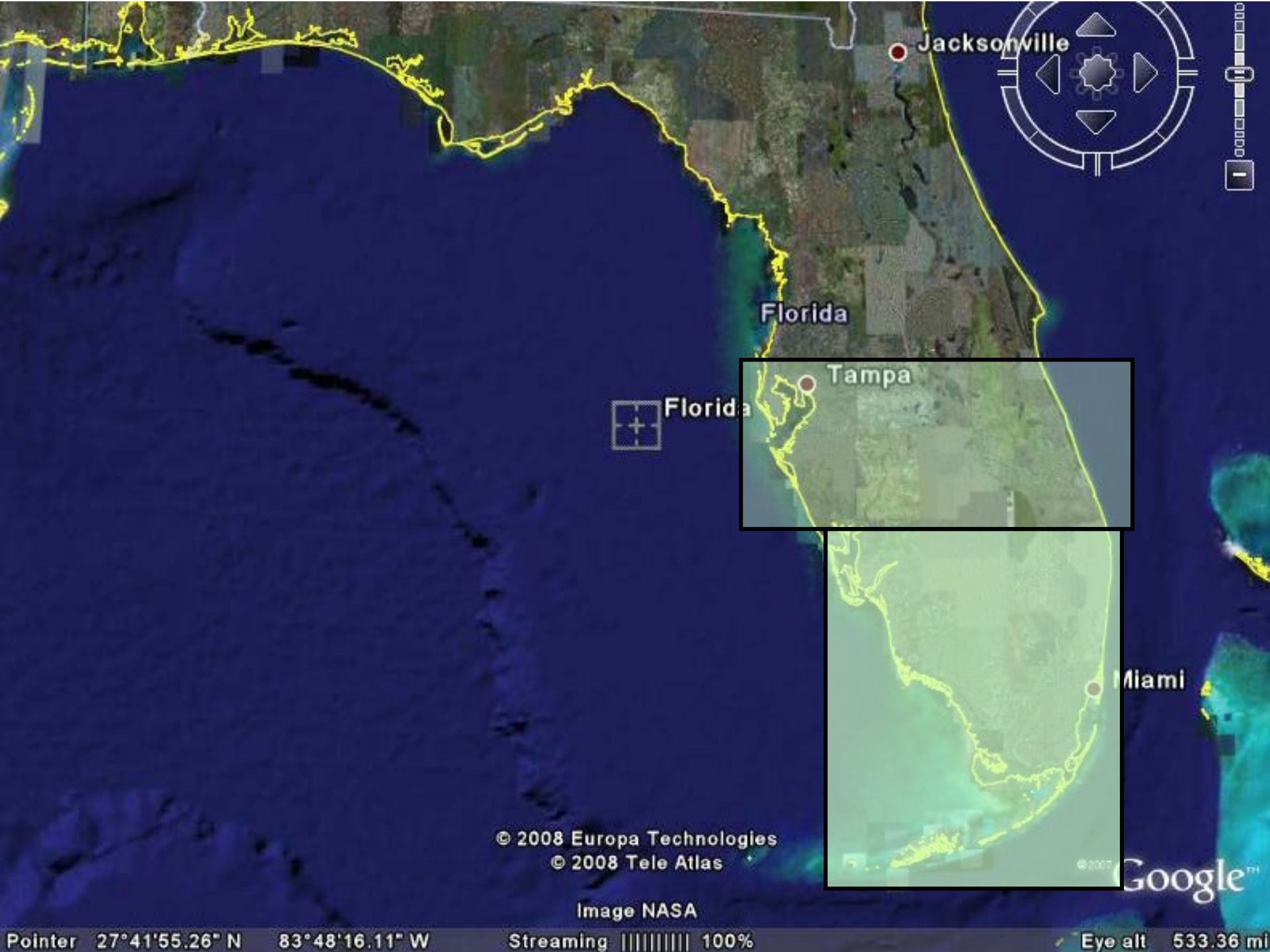
**SPAWN IN NEAR
SHORE MARINE
AREAS**

**JUVENILES ALL
MALE**



**TYPICALLY SPAWN BEFORE
BECOMING FEMALE**





Jacksonville

Florida

Tampa

Florida

Miami

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Google™

Image NASA

Pointer 27°41'55.26" N 83°48'16.11" W

Streaming ||||| 100%

Eye alt 533.36 mi

CRABGRASS CREEK



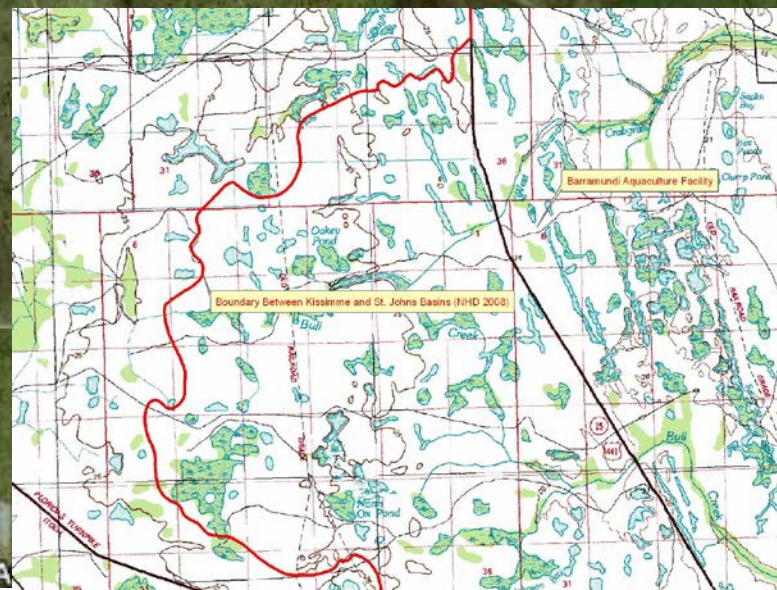
Hennecy Lane



441

BRA-ROD

North Kenansville



CERTIFIED BY DACS FOR CONDITIONAL SPECIES



100 YR FLOOD

**INTERIOR BERMS 6'
ABOVE GRADE**



**ZERO
DISCHARGE**



PERIMETER DITCH

photos courtesy of DACS

**FISHING BY APPOINTMENT
ONLY**

NO LIVE FISH LEAVE THE FARM



**SHERRY BURROUGHS, OSCEOLA CO. LAKES
MANAGER**

**JAY TROXEL, US FISH & WILDLIFE SERVICE,
AQUATIC NUISANCE SPECIES**

KAL KNICKERBOCKER, FL DACS, AQUACULTURE

LEO NICO, USGS, INVASIVE SPECIES

CORTNEY OHS, UF, AQUACULTURE EXTENSION

ROLAND GRIFFIN, AUSTRALIAN DEPT. FISHERIES

JASON SCHRATWIESER, IGFA

MARTY TANNER, AQUACULTURIST

GREG WALDO, AQUACULTURIST

QUESTIONS?

