



The ITGEL Foundation

Protecting Mongolia's Cultural and Environmental Legacy Through Grassroots Projects

Press Release & Event Listing for Local Non-Profit

The following is a submission for a listing of an upcoming non-profit special event as well as a proposal for a possible interview or feature story about our organization, The Itgel Foundation. I hope that this material is sufficient, and that you find our story intriguing and worthy of media attention. I have outlined a brief possibility for a story angle, and added a few tag line "twist" ideas that may be of interest to you. For more information, or to set up an interview, please contact Executive Director, Morgan Keay at (303) 448-9115.

EVENT LISTING:

MONGOLIAN CULTURAL BENEFIT

Local non-profit group, The Itgel Foundation, will be hosting a benefit event on Sunday, March 7th at the Dairy Center for the Arts. All proceeds go towards projects of cultural preservation that directly benefit the people of Mongolia. This exciting event will feature live performances of various kinds, an enticing silent auction, unique surprises and an open bar! General admission tickets are \$30, or \$12 for students. For more info and for tickets call: (303) 448-9115.

POSSIBLE STORY IDEAS:

Local Graduate Conducts Life-Saving work in Mongolia

Local non-profit seeks to be among the first in the world to conduct Artificial Insemination on reindeer

The Itgel Foundation was established by Boulder resident, and recent University of Colorado graduate, Morgan Keay after her return from a six-month stay in Mongolia in 2002. During that time, Keay lived with nomadic herders and learned enough Mongolian language skills to conduct extensive interviews with the people of that country. This led her to the indigenous Tsaatan people, a small reindeer-herding ethnic group that lives on the Mongolia-Siberia border. The Tsaatan's 7,000 year-old subsistence way of life now teeters on the brink of extinction due to widespread slaughter of their semi-domestic reindeer herd during Mongolia's communist occupation in recent decades. Because of this history, the reindeer herd now numbers only a fraction of what it once did, and is stricken with severe inbreeding and widespread disease infection. This has left the interdependent Tsaatan ethnic group literally struggling to survive. If something is not done to revitalize the health and numbers of their reindeer herd, this unique indigenous culture will surely disappear forever.

In an effort to ameliorate this situation, and to protect the Tsaatan's unique culture, The Itgel Foundation has devised a plan that will restore the genetic strength to the Tsaatan's reindeer herd, thereby giving these people a restored hope for the future. The Foundation will bring a team of reindeer experts from around the world to northern Mongolia this summer to conduct assisted reproductive technology, otherwise known as Artificial Insemination, a safe effective method often used by conservation biologists to revitalize endangered animal populations. This will be one of the first times this type of procedure is attempted on reindeer anywhere in the world.

To benefit this and other projects of cultural preservation conducted by The Itgel Foundation, that organization will be hosting a fundraising event on March 7th, 2004 at Boulder's The Dairy Center for the Arts. The event will feature a silent auction, live performances, and unique surprises. All proceeds will go towards projects of cultural preservation that directly benefit the people of Mongolia. The Itgel Foundation needs the Boulder community's help! For more information on this event and for tickets, please call: (303) 448-9115.