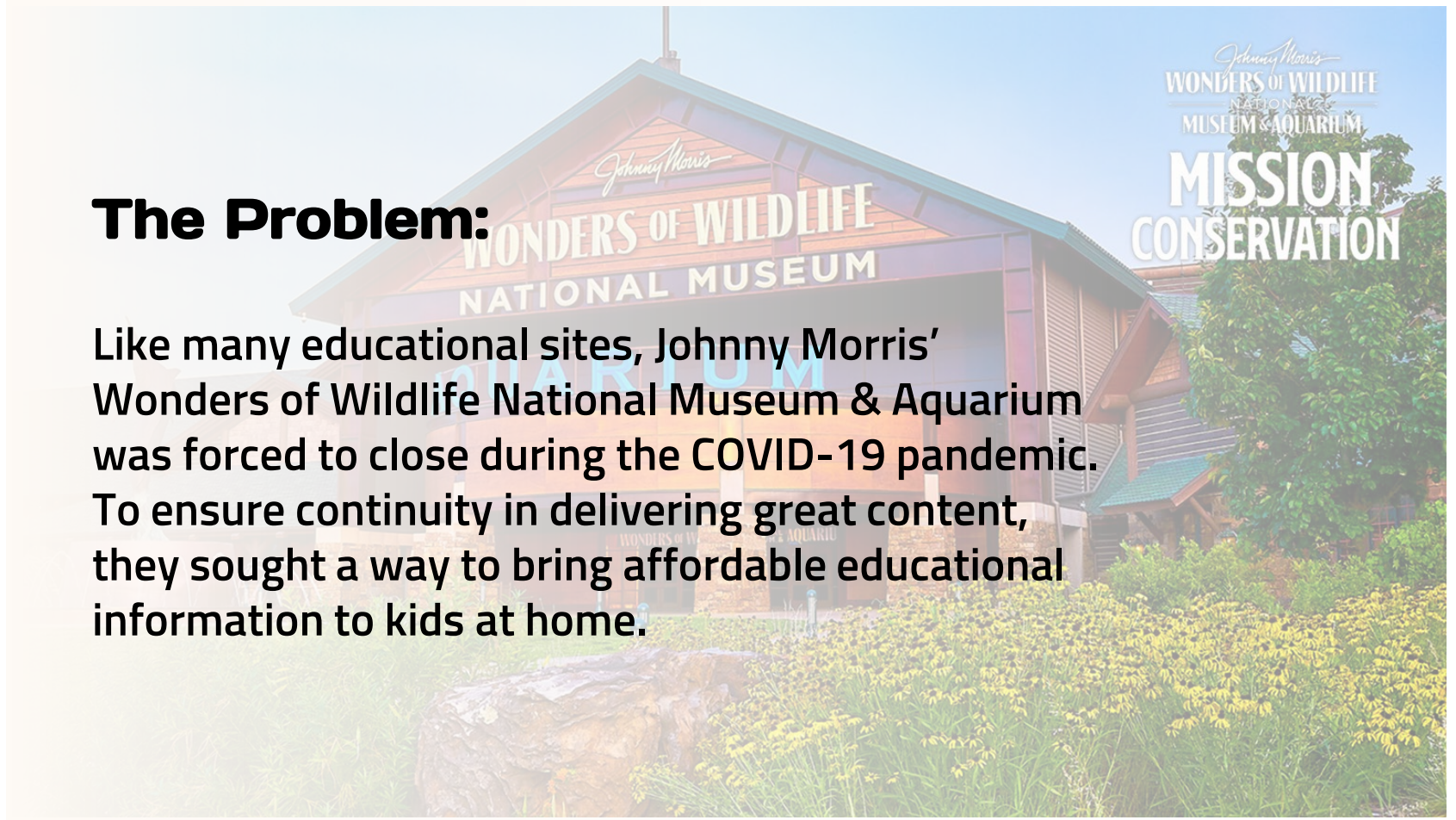


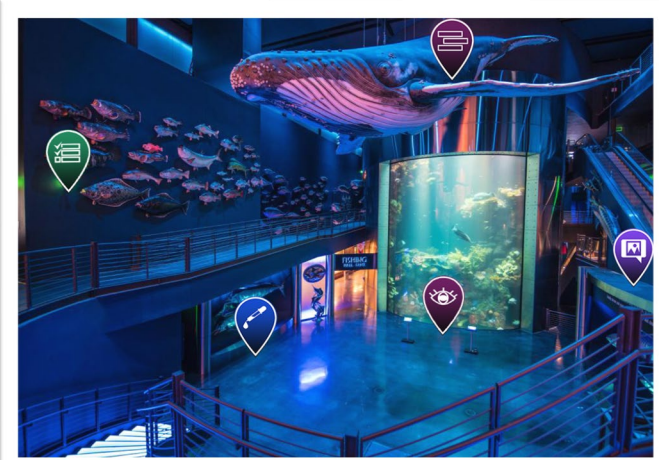
Case study: Affordable virtual tools



The Problem:

Like many educational sites, Johnny Morris' Wonders of Wildlife National Museum & Aquarium was forced to close during the COVID-19 pandemic. To ensure continuity in delivering great content, they sought a way to bring affordable educational information to kids at home.





The Solution:

Partnering with Agents of Discovery, Wonders of Wildlife piloted 'Mission Conservation,' an ongoing, at-home series of mobile games and livestreams. In creating this project, they have collaborated with the USDA Forest Service and many other conservation experts around the world. After re-opening, they were also able to implement Missions around their site, which provided a safe, affordable way to attract and serve visitors in the wake of the closure.

Johnny Morris
WONDERS OF WILDLIFE
NATIONAL
MUSEUM & AQUARIUM
MISSION
CONSERVATION



Betty White @BettyMWhite · Sep 15, 2020
 The @forests service has partnered with @edisonintl to help bring Smokey's message to life and give youth across SoCal the opportunity to learn about #wildfire prevention from the safety of their own homes! Play the @Smokey_Bear Mission on your phone today:



Mission Conservation | Wonders of Wildlife National Museum & Aquar...
 Wonders of Wildlife is collaborating with Agents of Discovery and several leading conservation organizations to launch Mission ...
 @wondersofwildlife.org

"In implementing these at-home Missions, we have reached audiences we never would have before and connected with new conservation partners around the globe."

Misty Mitchell
 Director of Conservation Programs,
 Wonders of Wildlife

Mission Conservation has also produced special Missions involving Smokey Bear, Woodsy Owl, and the Moana Pasifika avatar, Agent Mana Moana Toa - all at an affordable cost of \$6-21 per day per package (based on an annual license).

