

hello.

this is the  
**Lost & Found** project  
press kit.

# ~~LOST~~ & FOUND!

ONCE UPON A TIME,  
THERE WAS AN ADVENTURER

“Talking about nature has too often become about extinction, decline and loss. With **Lost & Found** we aim to make it about hope, determination and passion”

Diogo Veríssimo  
*Lost & Found founder*

# PRESS KIT

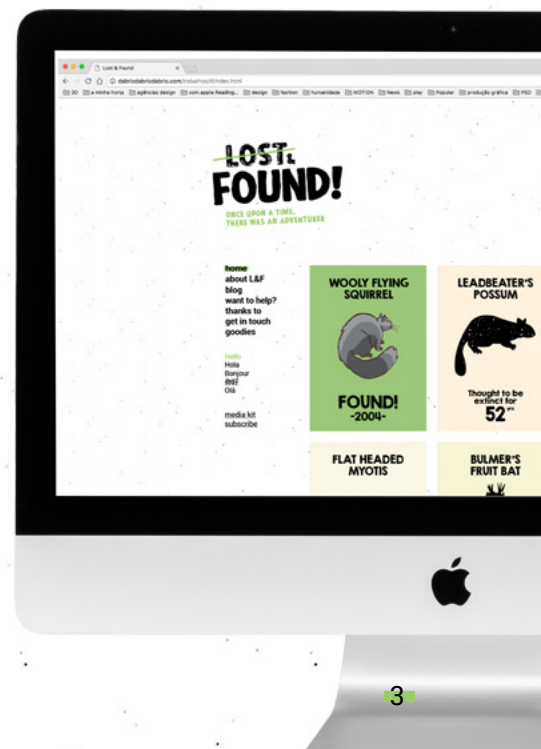
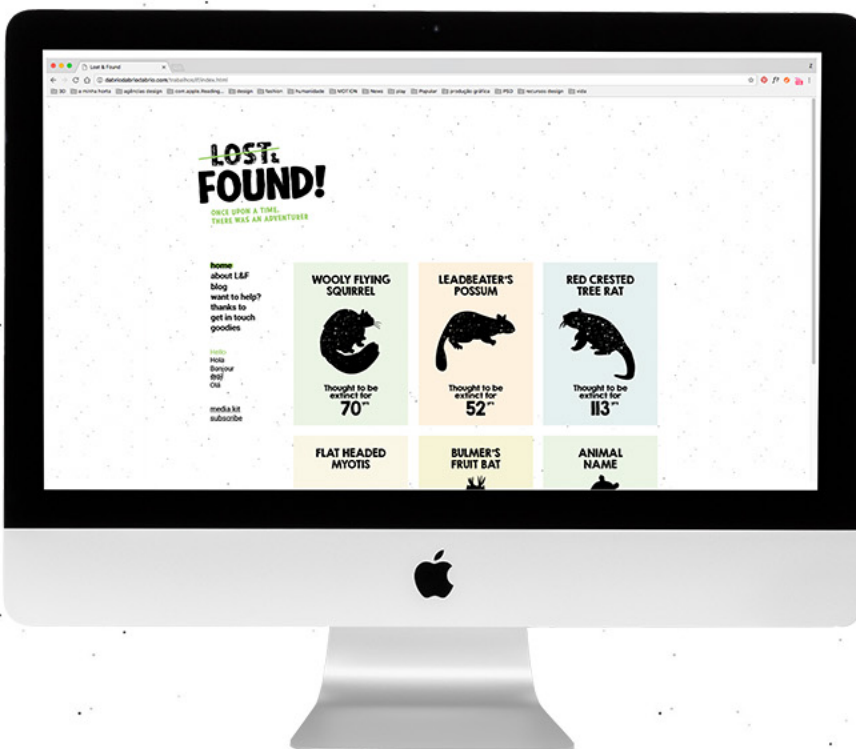
Feb, 2017

## subject

getting to know the **Lost & Found** project.

WWW.  
**lostandfoundnature**  
.com

*website home page preview*



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[www.lostandfoundnature.com](http://www.lostandfoundnature.com)

## about the Lost&Found project

what?  
who?

Talking about nature has frequently become talking about extinction, decline and loss. But it's not all "doom and gloom". The **Lost & Found** project works to bring to life the **inspirational stories** of those that never stopped believing and whose passion led them to rewrite the history of the species they so deeply cared about. We hope to use these tales to give these conservation champions the **recognition** they deserve but also to spread a **message of hope** to all those who care about nature.

why?  
how?

Our goal is to use the universal language of **storytelling** to showcase in **narrative, comics and video format** the most interesting, formidable and serendipitous **species rediscoveries** across five continents all animal and plant groups. We aim to spread this tales far and wide, and hope to reach one million people in our first year. To get there we will make all our **stories freely available online** ([www.lostandfoundnature.com](http://www.lostandfoundnature.com)) in five languages: English, Spanish, French, Chinese and Portuguese.

when?  
where?

The **Lost & Found** project will be **launched on the 22<sup>nd</sup> of April, Earth day**, as part of the **Earth Optimism Summit** (<http://earthoptimism.si.edu/>) organized by the **Smithsonian Institution in Washington DC, USA** (<https://www.si.edu/>).

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## founders

### Diogo Veríssimo



**Diogo Veríssimo** is a **conservation scientist** with a passion for great stories and happy endings. His work has taken him beyond his native **Portugal** to Latin America, South Asia and West Africa where he has applied his **knowledge of marketing and conservation** to help tackle challenges such as human-wildlife coexistence, wildlife trade or natural resource management.

To know more about Diogo's work visit [www.diogoverissimo.com](http://www.diogoverissimo.com).

### Laure Cugnière



**Laure Cugnière** is a **French** native with a multi-cultural and interdisciplinary profile, having worked in conservation in Peru, the UK and USA, in areas as diverse as **project coordination, communication, education and volunteer management**. Laure started her career in Communication and Marketing but made a change to nature conservation after working in the Peruvian Amazon for two years as a volunteer manager. She **now works for the Society for Conservation Biology** as **Conference Coordinator** organizing large international conferences worldwide for anyone concerned with the science and practice of conserving biological diversity.

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## branding

**target** The aim of **Lost & Found** is to bring positive and entertaining stories about **nature** to anyone that enjoys a good story. We hope to reach a diverse audience beyond those that already have an interest in wildlife by celebrating not only the amazing wildlife but also the people that made it all happen.

**comics** The **Lost & Found comics** give a **quick visual overview of the stories** to anyone interested to know how these species were rediscovered. In the fast pace digital world, we need a quick way of getting our message across and this highly familiar format is ideal for that. In addition we are currently working with partners to **raise funds for a video format** of every one of our stories.

**website** From the beginning, we knew **Lost & Found** had to be a **digital project** if we wanted its reach to be truly global. We chose a **very visual and intuitive design** to make it easy for people to find their favorite species. Although everything is currently in English, we are working to **fundraise for translations into French, Portuguese, Spanish and Chinese**.



*woolly flying squirrel  
comic preview*

**logo** The **Lost & Found logo** aims to bring readers back to the essence of **storytelling**. We want to take our readers for an adventure that focuses on the hope that rediscovering a long lost species brings. Who does not love a good adventure?

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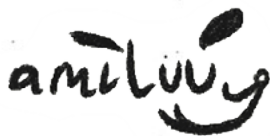
## thanks to:

*(Click on logos for more information)*

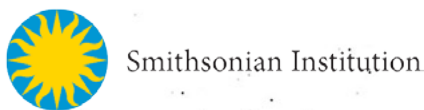
### sponsors



### collaborators



### supporters



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## contact info

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thank you.

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**lostandfoundnature**  
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