

CAMERONS CAMEL CAMPAIGN

Cameron Oliver,

Abu Dhabi, UAE cameronoliver@eim.ae www.cameronscamelcampaign.com



What started out as school exhibition project in April 2008, inspired by an article by Gulf News and Dr Ulli Wernery featuring the deaths of our camels due to plastic ingestion, has now been featured on International TV, newspapers, and magazines. Cameron Oliver, a 12 year old South African boy, now residing in Abu Dhabi will not stop his campaign until the littering, caused by us, resulting in our camels dying, stops. His campaign is named *Cameron's Camel Campaign* which has bumper stickers, t-shirts and caps to support the awareness campaign.

From over 43,000 nominations and as recognition for his contribution to building a greater sense of community and social welfare, Cameron was the youngest ever recipient of the prestigious Abu Dhabi Award. This was presented to him in December 2008 by HH Sheikh Mohammed bin Zayed Al Nahyan, Crown Prince of Abu Dhabi.

The links for his award in the newspapers are

<http://www.gulfnews.com/articles/08/12/23/10269479.html>

<http://thenational.ae/article/20081223/NATIONAL/379027420>.

Further information on the campaign can be seen

<http://thenational.ae/article/20080727/NATIONAL/585831655>

<http://www.gulfnews.com/articles/08/03/26/10200361.html>

<http://www.gulfnews.com/articles/09/01/31/10280481.html>

As part of his awareness campaign, he is targeting the following this year:

- 20,000 bumper stickers are to be printed displaying his "don't litter" logo. These will be distributed at his presentations to schools and at his shopping mall displays. Furthermore, he wants to approach Taxi companies to display the bumper sticker on their back window to help create further awareness.
- 2,000 t-shirts and caps will be sold (already designed) to raise funds for future awareness/education projects.
- Monthly 1 page advert in local magazines with his awareness campaign logo of "Please stop killing me - Don't Litter" - see website for design.
- The same awareness logo will be displayed on all banks ATM screens throughout the UAE.

Further information on Cameron's campaign can be obtained by contacting him directly or via his website.