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Protectors of the Endangered and Red Panda Network form partnership

Nonprofits team together to raise awareness for the protection of the world's first panda

CHARLOTTE, N.C. -- Feb. 16, 2021 -- [Protectors of the Endangered](#), a new global educational nonprofit, today announced its partnership with the [Red Panda Network](#), the world leader in community-based red panda conservation.

As climate change continues to threaten the future of many animals and environments, it is more important than ever to educate future generations on how to protect and conserve. This partnership aims to do just that, with Protectors of the Endangered's own red panda, Avery, becoming an ambassador for the Red Panda Network, expanding the environmental nonprofit's reach to new audiences. The Red Panda Network is working to establish the world's first red panda-protected area, while continuing to promote its education and outreach programs, and engage in community and government advocacy.

This partnership will influence future generations of changemakers through the Avery and Masa chapter book series, STEAM-based curriculum, exciting activities, and engaging videos. "The Red Panda Network inspires our storytelling to highlight the importance of red pandas. Avery, our red panda hero, is selfless, shows empathy for those in need, and aspires to help change the tide. Together, we are all protectors," said founder of the non-profit, creator and author of the *Avery and Masa: Protectors of the Endangered* book series, Michael Deeney.

"Protectors of the Endangered's fantastic education platform and resources will engage and inspire youth to help us save red pandas," said Terrance Fleming, development manager at Red Panda Network. "Their commitment to youth outreach and education, and endangered species protection aligns with our mission to educate and empower local communities to conserve red pandas and their habitat."

The partnership between Protectors of the Endangered and the Red Panda Network is one of many ways Protectors of the Endangered is leading the charge in raising awareness and rallying support for environment-based education and conservation efforts. Protectors of the Endangered will continue to explore partnership opportunities that will inspire future generations to educate, entertain, and protect.

What's Ahead

In addition to its partnership with the Red Panda Network, Protectors of the Endangered is gearing up for its Change the Tide Earth Day Virtual Fundraiser event on April 22. In Dec. 2020, the non-profit also joined forces with empath worldwide, a pro bono communications collective and fellow mission-driven organization, to work together on a series of projects in the new year.

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About Protectors of the Endangered

Founded in June 2020, **Protectors of the Endangered** is a non-profit organization dedicated to improving literacy and inspiring the next generation of young learners to protect each other and our planet. The non-profit provides full access to the Avery and Masa Educational Platform, featuring an original chapter book series and supporting STEAM-based curriculum with exciting activities and engaging videos for young learners, teachers and families. To learn more about supporting the Protectors mission, please visit protectorsoftheendangered.org.

About Red Panda Network

Founded in 2007, **Red Panda Network** is a non-profit organization that is committed to the conservation of wild red pandas and their habitat through the education and empowerment of local communities. The preservation of this species and habitat benefits the region as a whole and is valued and protected by them all. To learn more about Red Panda Network and help support their mission, please visit <https://www.redpandanetwork.org>.

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