## World Wetlands Day celebrations and materials in China

The Chinese Ramsar office initiated a series of activities to celebrate WWD-2012 as well as producing and disseminating 20,000 posters and 6,000 postcards. The Ramsar office has co-sponsored a special issue of China Green Times focused on the theme of WWD-2012. In addition, the People's Daily, the highest authority newspaper in China, published an article on Feb. 2nd, contributed by Mr. JIA Zhibang, the Minister of the State Forestry Administration of China. The article informed people about how to conserve wetlands through wise use, delivering the concept of Ramsar and raising awareness on wetland conservation by the whole society. Publicity about World Wetlands Day 2012 was disseminated from national to local levels.

The postcards that were widely disseminated were already stamped by China Post and each included a unique lucky number to be used in a lucky draw with prizes to be won.







## Adaptations of the Ramsar WWD materials : poster and postcard

## Poster



## Postcard front and back



