



Group backs “B Day”- International Biodiversity Day

To mark the International Year of Biodiversity, the Portucel Soporcel group has put its weight behind the events organized by Museu de História Natural (Natural History Museum) and Centro de Biologia Ambiental (Environmental Biology Centre) –**Bioeventos 2010**.

Designed to draw attention to the importance of biodiversity in the sustainability of the planet, and to define the role of human society in preserving it, this role of events will seek to involve the public in the task of observing and recording the country's wildlife.

The initiative will be launched on 22 May - “B Day” and members of the public will be able to register online at www.biodiversity4all.com. When registering, they will have access to a free download of the B DAY FIELD GUIDE, a publication sponsored by the Group. This Guide catalogues some 200 animal species common in Portugal, with photographs and descriptions of their geographical distribution, explaining how to identify them.



This publication has a practical purpose, as users of the B Day Field Guide are also offered the possibility to record the species they observe. Photos of the species observed should be posted in the personal area created at the website. This means the information will be available to the public and to professionals working in the field of Biodiversity.

The printed version of the Field Guide, launched at a public session on May 13 where the Group was represented by its Forestry and Environmental Consultant, Mr. João Soares, was produced with paper provided free of charge by the Portucel Soporcel group. The Field Guide will be distributed on the 20th of May with *Visão* magazine, and will also be on sale at Livraria Barata in Lisbon, at Museu de História Natural, Pavilhão do Conhecimento, at selected Centros Ciência Vivia and in other bookshops all over the country.

22 May – Join us and be a part of “B Day”!

To find out more about Bioeventos 2010, go to <http://bioeventos2010.ul.pt/>