Press Release

**High tech conservation charity supported by tv nature celebrity and stem cell scientist as they fundraise to save essential UK invertebrates and endangered species across the world.**

The Frozen Ark, a charity that works globally to cryopreserve the DNA and cells of endangered species for use in breeding programmes and research has welcomed a new Patron Dr Rhys Jones, star of BBC wildlife programmes and Cardiff University School of Biosciences academic and a new Chair of the Board Professor Brendon Noble, a stem cell scientist and Head of the University of Westminster’s School of Life Sciences to work with them to take forward the charity in this COP26 year.

Working with partners such as the Natural History Museum, the Zoological Society of London, Nottingham and Cardiff Universities and a range of zoos worldwide, the Frozen Ark collects samples of DNA, sperm cells and other tissue cells from deceased animals that are known to be on the at risk list and carefully cryopreserves the material for future use.

The stored material can be used to introduce essential genetic diversity to small, at risk populations of animals during breeding programmes, to study the reasons why a species is struggling to survive or simply to save the blueprint of an animal that might become extinct.

“I am delighted to have been asked to Chair this important charity said Professor Noble, genetic diversity is what helps species survive extremes of climate change and habitat change. This is such essential work at this time. The fact that an expert of the calibre of Rhys Jones has joined us as Patron is both marvellous and a testament to how seriously this work is being taken in conservation circles.”

“Joining the Frozen Ark Project as Patron is very exciting. During my scientific and broadcasting career I have witnessed first-hand the terrible pressure that animal species are under from climate change and human intervention. The Frozen Ark’s current crowd funder doubles your donation, and this will be used to collect material from invertebrate species across the UK. Insects, spiders, and worms are often overlooked but absolutely essential to our survival on this planet. Without them biological systems would collapse, and many are important pollinators supporting plant life and the very food we eat.”

The crowdfunder has 11 days to run before closing.