TIGER PROTECTION PROGRAM

RESEARCH

In this section, you will see basic facts about the tiger population and the current challenges wildlife tigers are facing. You will also see multiple animal protection organization's websites as well as exisiting tiger specific protection organizations. The research conducted in this section gave us insight for what to include on the Tiger Protection Program's site as well as what the overall tone should be.

PROJECT OBJECTIVE

To develop a brand identity, website, and promotional materials for a non-profit organization

FACTS

There are now more tigers in captivity than there are in the wild. In 1900 there were 100,000 tigers in the wild.

Today, there are fewer than 3,200 remaining across 13 countries: Indonesia, Malaysia, Bangladesh, Bhutan, Cambodia, China, India, Lao PDR, Myanmar, Nepal, Russia, Thailand and Vietnam.

Of the world's remaining tigers, there are six existing subspecies:

- The Amur Tiger (Panthera tigris altaica) - occur in the Russian Far East and north-eastern China
- The Northern Indochinese Tiger (Panthera tigris corbetti) - occur in Indochina, north of the Malayan peninsula
- The Malayan Tiger (Panthera tigris jacksoni) - occur in Peninsular Malaysia
- The Sumatran Tiger (Panthera tigris sumatrae) - occur in Sumatra, Indonesia
- The Bengal Tiger (Panthera tigris tigris) - occur on the Indian subcontinent
- The South China Tiger (Panthera tigris amoyensis) - this subspecies has not been directly observed in the wild since the 1970s and is now possibly extinct.

The Caspian, Balinese and Javanese subspecies have all become extinct in the past 70 years.

Tigers are the largest of the Asian big cat family and rely on their senses of sight and sound, rather than smell. Typically, they will hunt alone and stalk their prey - consuming up to 88lbs of meat at any one time.

The largest species of tiger is the Amur, with the Sumatran being the smallest. Typically, female tigers will give birth to 2-3 cubs every two years.

As Apex predators, tigers can shape the ecosystem in which they live. They limit herbivore numbers which in turn prevents overgrazing and helps maintain the ecological balance of an ecosystem. They also have large home ranges which means by protecting their habitat we are also protecting the habitat of a large number of other species and maintaining forests which secure water and help mitigate climate change. This is what we call an 'Umbrella species'.

MAIN CHALLENGES

Poaching and Illegal Wildlife Trade

Every part of the tiger - from whiskers to tail - is traded in illegal wildlife markets.

Poaching is the most immediate threat to wild tigers, in relentless demand their parts are used for traditional medicine, folk remedies, and status symbols among asian cultures.

Poaching is not done by locals but rather organized gangs and well-armed criminals, this industry is estimated to be worth about $11 billion.

Effects of Climate Change

One of the world's largest tiger populations is found in the Sundarbans - a large mangrove forest area shared by India and Bangladesh on the northern coast of the Indian Ocean.

This area harbors Bengal tigers and protects coastal regions from storm surges and wind damage.

However, rising sea levels caused by climate change threaten to wipe out these forests and the last remaining habitat of this tiger problem.

Human Wildlife Conflict

People and tigers are increasingly competing for space - the conflict threatens the world's remaining wild tigers and poses a major problem for communities living in or near forests with tigers.

As forests shrink and prey gets scarce, tigers are forced to hunt domestic livestock, which many local communities depend on for their livelihood.

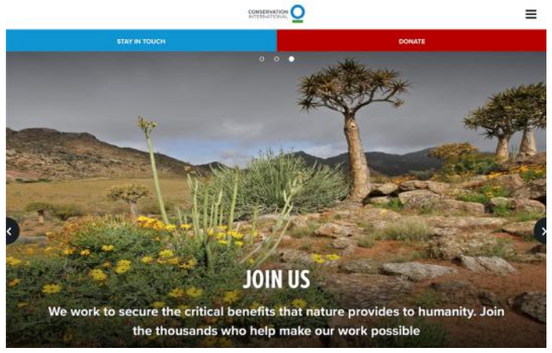
In retaliation tigers are killed or captured, "conflict" tigers are known to end up for sale in black markets.

Habitat Loss

Tigers have lost 93% of their historical range - their habitat has been destroyed, degraded, and fragmented by human activities.

The clearing of forests for agriculture and timber as well as the building of road networks and other development activities pose serious threats to tiger habitats.

Fewer tigers can survive in small, scattered islands of habitat, which leads to a higher risk of inbreeding and makes tigers more vulnerable to poaching.



Conservation International
conservation.org

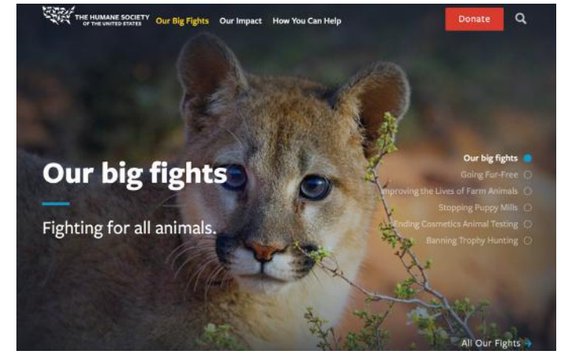
Headquartered in Arlington, Virgina, Conservation International is an American nonprofit environmental organization whose mission is to highlight the benefits that nature provides humanity. Conservation International works to seek new ways to save the planet and educate people to learn how to protect the world around us.

Defenders of Wildlife
defenders.org

Defenders of Wildlife is an American nonprofit organization headquarted in Washington, D.C. whose mission is to protect all animals and plants native to North America. Defenders of Wildlife focus on preserving the nations rich biodiversity.

Global Wildlife Conservation
globalwildlife.org

Envisioning a world with diverse and abundant wildlife, the Global Wildlife Conservation protects endangered species and habitats through field action. The Global Wildlife Conservation is headquartered in Austin, Texas and is present in more than 50 countries.



The Humane Society of the United States
humanesociety.org

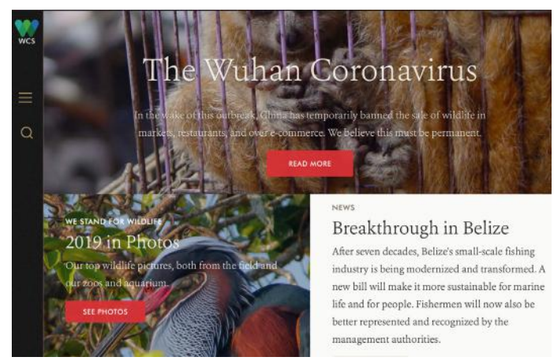
This American nonprofit organization focuses on cruelty and neglect of animals worldwide. The Humane Society of the United States is headquartered in Washington, D.C. and is the nation's largest animal protection organization.

National Wildlife Federation
nwf.org

The National Wildlife Federation is America's largest private nonprofit organization that privdes education and advocacy for its wildlife. The organization is headquarted in Virginia and has locations across all 50 states. The National Wildlife Federation's mission is to increase wildlife while protecting and restoring their habitats.

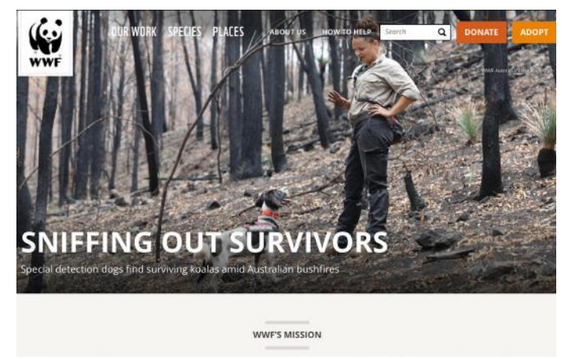
Wildlife Alliance
wildlifealliance.org

The Wildlife Alliance is an international nonprofit organization devoted to protecting wildlife and forest conservation. The organization is headquartered in New York City, NY with many partnerships in Cambodia. The Wildlife Alliance is the leader of direct protection to forests and wildlife in Southeast Asia.



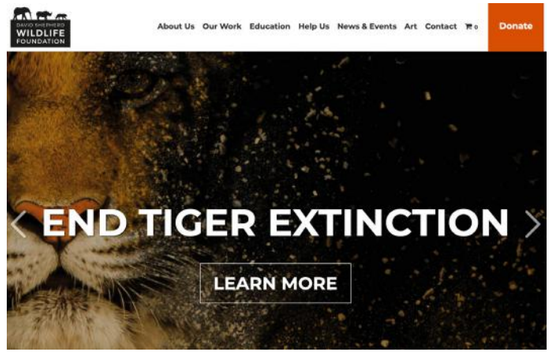
Wildlife Conservation Society
wcs.org

Headquartered in New York City, NY, the Wildlife Conservation Society is a nonprofit organization that works to conserve wild places and life across the globe. This international organization currently works to conserve more than two million square miles of wild land.



World Wide Fund for Nature
worldwildlife.org

Formerly known as the World Wildlife Fund, this non-governmental organization is the leading organization in wildlife conservation and endangered species globally. The World Wide Fund for Nature works to preservate wildlife and its nature as well as reduce human impact on the environment.



David Shepard Wildlife Foundation

davidshepherd.org

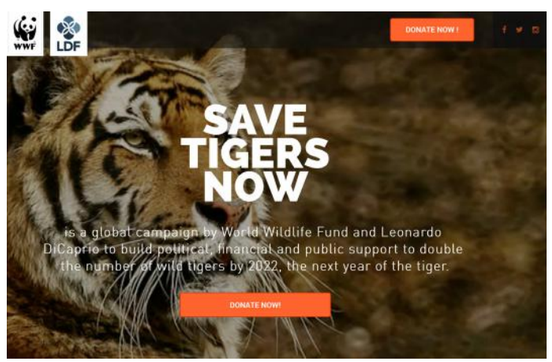
The David Shepard Wildlife Foundation is a wildlife conservation charity that funds projects across Africa and Asia. The organization's mission it to increase awareness about the need to protect and conserve wildlife and their habitats.

A FUTURE FOR BIG CATS

National Geographic Big Cats Initiative

nationalgeographic.org/projects/big-cats-initiative/

National Geographic's Big Cats Initiative supports scientists and conservationists who are working to save big cats in the wild including tigers. The initiative focuses on restoring habitat and protecting their populations.



Save Tigers Now

savetigersnow.org

Save Tigers Now is a global campaign set up specifically by Leonardo DiCaprio with the World Wildlife Fund to double the amoung of wild tigers by 2022, the next year of the tiger. The campaign has made efforts to invest in greater resources and conservaton tactics to see greater numbers.

Tiger Trust

tigertrustindia.org

Tiger Trust is a non-governmental organization whose mission is to build tiger awareness programs for the youth. This organization originated in India and eventually spread internationally for educating students and the public about the importance of tiger conservation.

TIGER PROTECTION ORGANIZATIONS

National Tiger Conservation Authority

tigernet.nic.in

Originally established to protect tigers and their reserve in India the National Tiger Conservation Authority is now present internationally. This organization focuses on strengthening tiger conservation while educating the public on current challenges facing the species.

Panthera

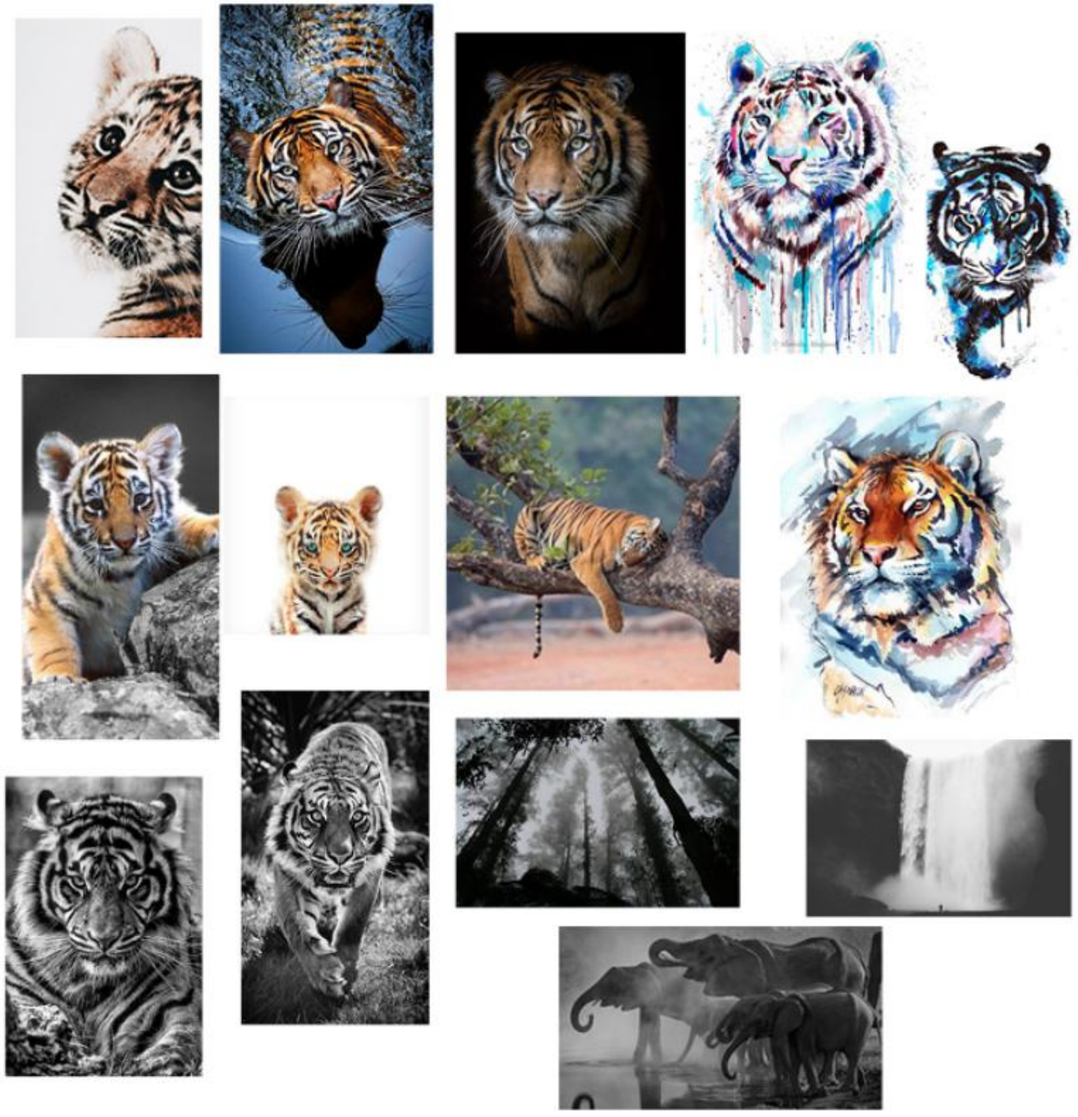
panthera.org/initiative/save-tiger-fund

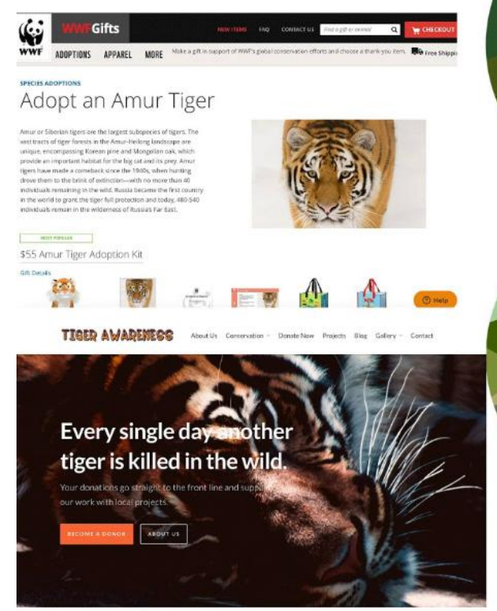
Panthera is an organization committed to preserving big cats and their ecosystems around the globe. They are the only organization that is dedicated to all 40 wild cat species to human-wildlife conflict. They are primarily present in Africa and Asia but have efforts globally.

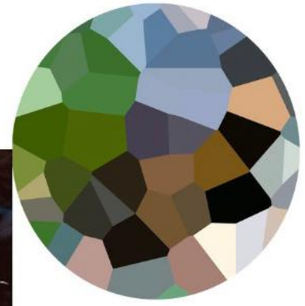
LOGO INSPIRATION

MOODBOARDS

The following section includes a few different moodboards that were created to better understand the overall goal for the Tiger Protection Program's website. Each team member presented their color palette and vision for the site as well as the type of content they would like to be presented.







Heading:
Bodoni 72
Subheading
Raleway (light)
Parapgrah
Times

Vision:

Have the entire site in black and white to emphasize the amount of wildlife tigers lost

Have the site include watercolor pictures to make this sensitive topic more uplifting

Feedback:

The water color idea looks cool but keep in mind you need to make it look realistic

The black and white vibe is sort of depressing but might work and convince people to donate more

Include pictures of tigers on website that make you say "awe," the two bottom ones are scary

Include pictures of tigers that have been saved to show where the donation goes to and actually helps

Vision:

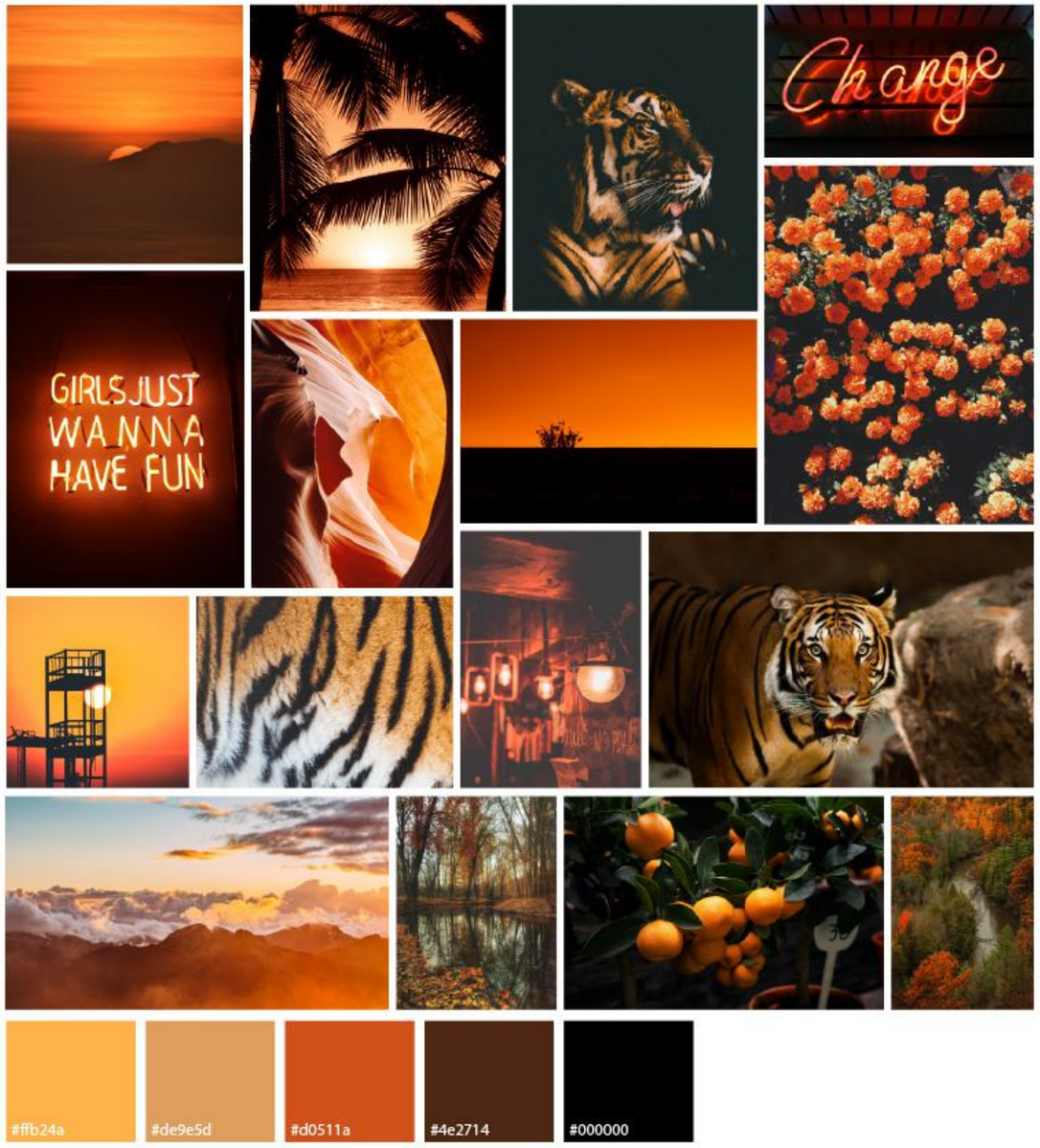
Have the entire site focus on the wildlife aspect of the mission

Feedback:

Raleway is a good font choice for the body copy of the site, Bodoni might not be the best for headings since it has very thin strokes

The orange is expected but the earthy tones are different, they work

Keep in mind what type of emotion you are trying to convey



Vision:

Have the entire site focus on the colors of the tiger while emphasing their stripes

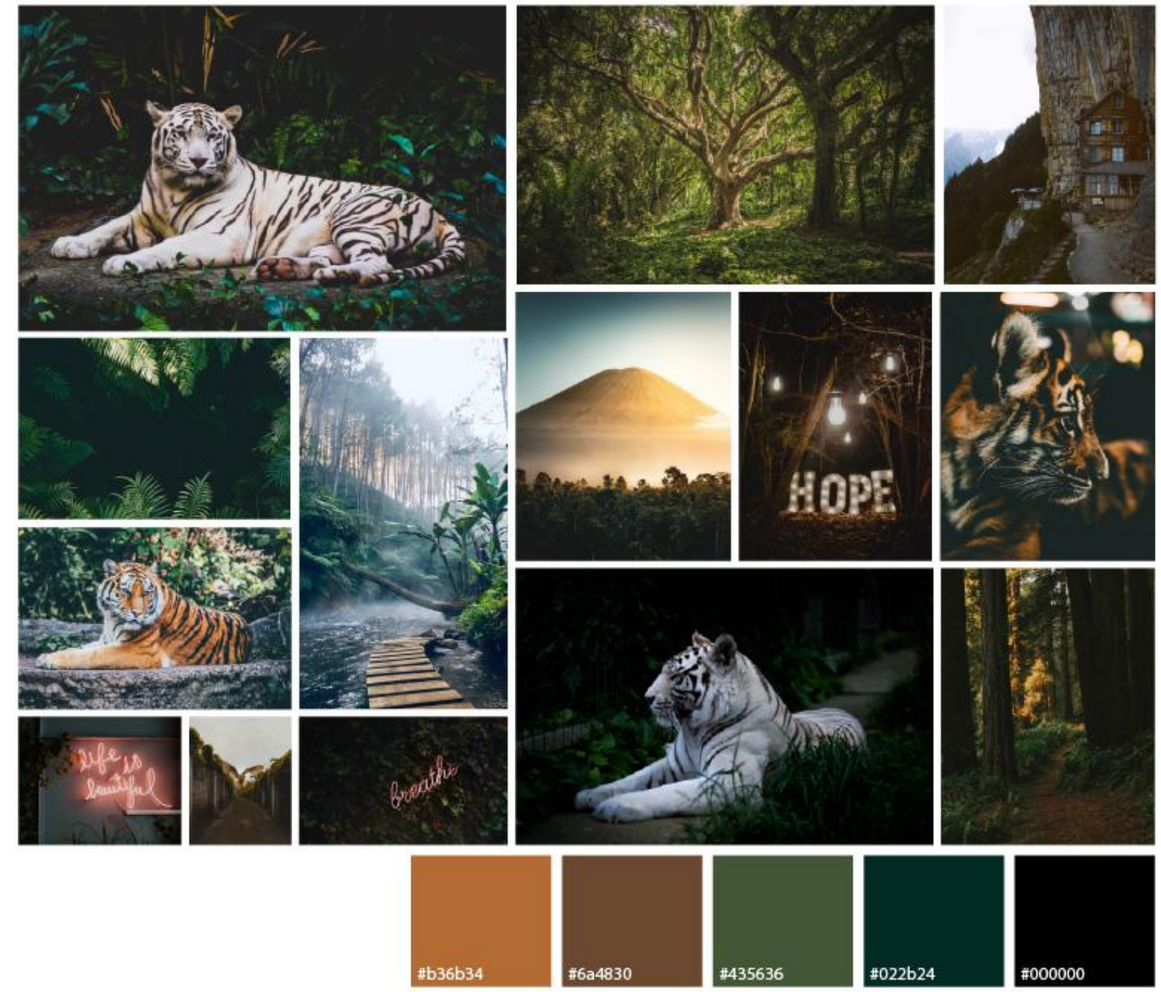
Feedback:

The orange is overdone but it makes sense why you would want to focus on this color scheme

Maybe try to focus on more neutral colors

Having an orange themed site with pictures of tigers might be an orange overflow

The pictures included in this board do not seem compelling enough for people to donate



Vision:

Have the colors of the site exemplify what keeping tigers protected in the wild would look like

Feedback:

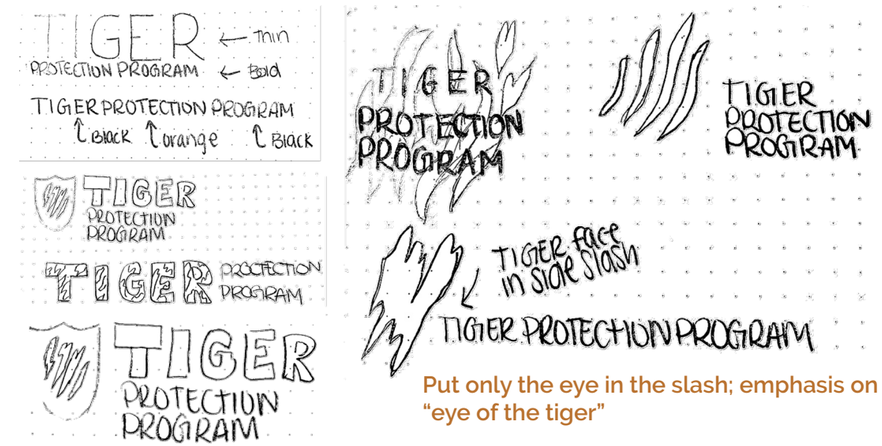
The jungle theme is the best one yet, it would look awesome with large scaled vector images such as bamboo all over the site

Incorporate the tiger pattern throughout the site to make a subtle tiger reference instead of the orange colors

The colors are perfect for the theme of keeping the tigers in their natural habitat

BRAND IDENTITY

This section includes a few different logos formed from sketches. Each team member presented ideas and futher developed at least one logo. Through this section you can see how we arrived at the final brand identity and color palette of the Tiger Protection Program.



Put only the eye in the slash; emphasis on "eye of the tiger"

Looks more like a panther; the words might lose readibility when scaled down

Position the words under the tiger print; this looks the most impactful

Doesn't look like a claw mark, try positioning it differently

LOGO COMPS

TIGER PROTECTION PROGRAM

TIGER PROTECTION PROGRAM

TIGER PROTECTION PROGRAM

TIGER PROTECTION PROGRAM

TIGER
PROTECTION
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TIGER
PROTECTION
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FINAL IDENTITY

TIGER
PROTECTION
PROGRAM

COLORS

ALTERNATE LOGO

TIGER
PROTECTION
PROGRAM

TIGER
PROTECTION
PROGRAM

TIGER
PROTECTION
PROGRAM

FONTS

THE FOREGEN

A B C D E F G H I J K L M N
O P Q R S T U V W X Y Z

TIMES

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z

PATTERNS

PERSONAS

In this section, you will see three user personas that would visiting this website. Personas featured are a former zookeeper and wildlife rehabilitator, humane educator, and animal advocate. The personas chosen helped the team gage who will most likely be visiting their site and what they will be interested in. This allowed the team to identify key components to be displayed on the site.

Bill Bellos

Former Zookeeper & Wildlife Rehabilitator

Age: 62 Location: Dover, DE

Born and raised in the countryside of Dover, DE Bill has always had a passion for animals. Bill has dedicated his life advocating for animals and taking in ones that are injured or sick. Feeling as if it is his moral responsibility to contribute to organizations helping endangered animals, Bill is looking for an organization to particpate in fundraising events while occasionally donating.

MIND

62% EXTRAVERTED — INTROVERTED 38%

ENERGY

42% INTUITIVE — OBSERVANT 58%

NATURE

29% THINKING — FEELING 71%

TACTICS

48% JUDGING — PROSPECTING 52%

IDENTITY

65% ASSERTIVE — TURBULENT 35%

Vicky Mikhail

Humane Educator

Age: 24 Location: New York, NY

Motivated by the amount of cosmetic companies that test on animals, Vicky became a humane educator right out of college after graduating with a degree in zoology. Since graduation, Vicky has been raising awareness of animal extinction and cruelty by speaking amongst school children. Vicky is looking to further get involved in an organization that helps endangered species with a medium to high time commitment.

MIND

75% EXTRAVERTED — INTROVERTED 25%

ENERGY

28% INTUITIVE — OBSERVANT 72%

NATURE

41% THINKING — FEELING 59%

TACTICS

35% JUDGING — PROSPECTING 65%

IDENTITY

75% ASSERTIVE — TURBULENT 25%

Tim Andrews

Entrepreneur & Animal Advocate

Age: 33 Location: Los Angeles, CA

As a lover of all animals, Tim is a firm believe that animals belong in their natural habitat and are not to be viewed as property, entertainment, or test subjects. While in the midst of starting up his own tech company, Tim is looking for an organization that educates the public about the cruelty that the wildlife is facing with a low time commitment and a monthly donate option.

MIND

52% EXTRAVERTED — INTROVERTED 48%

ENERGY

35% INTUITIVE — OBSERVANT 65%

NATURE

49% THINKING — FEELING 51%

TACTICS

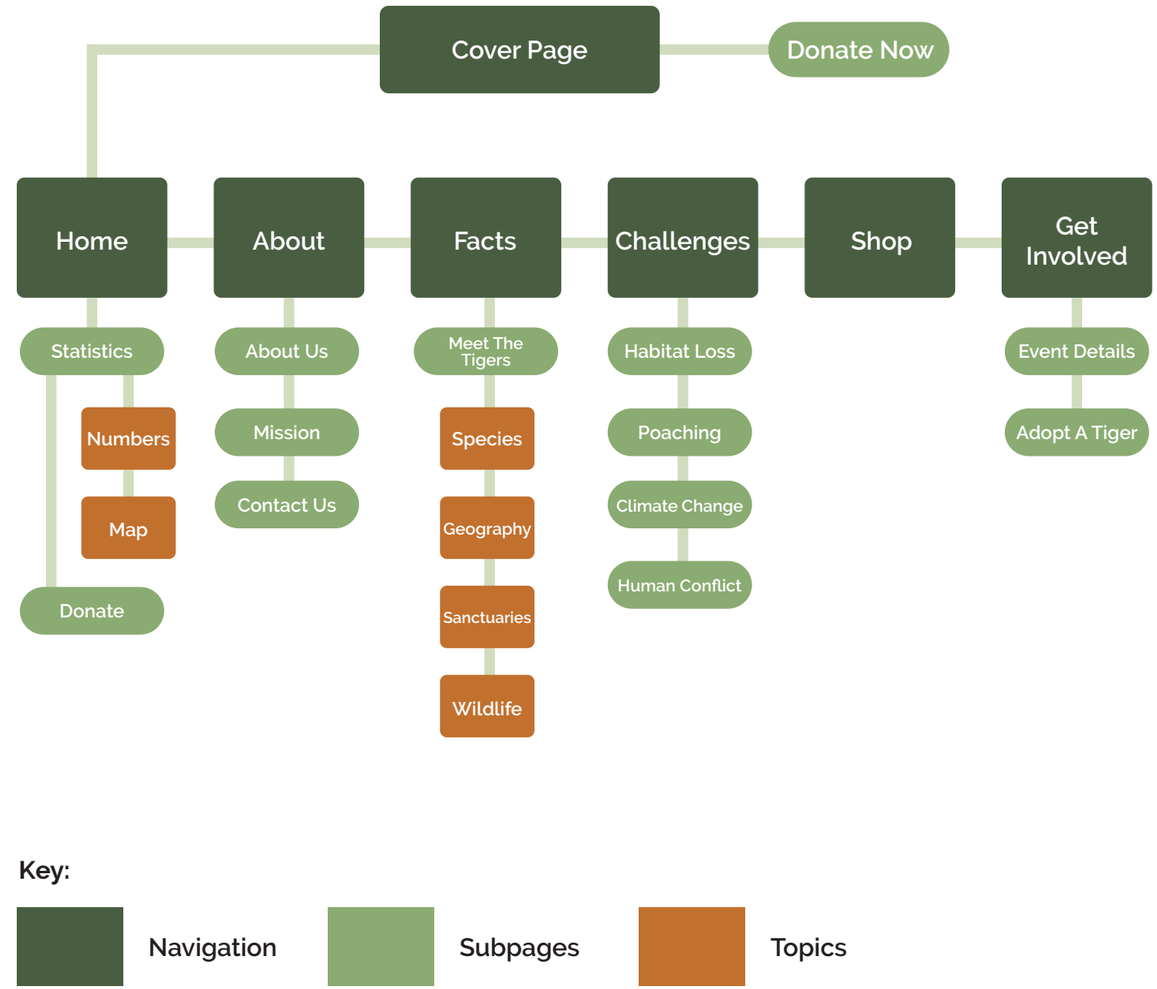
64% JUDGING — PROSPECTING 36%

IDENTITY

50% ASSERTIVE — TURBULENT 50%

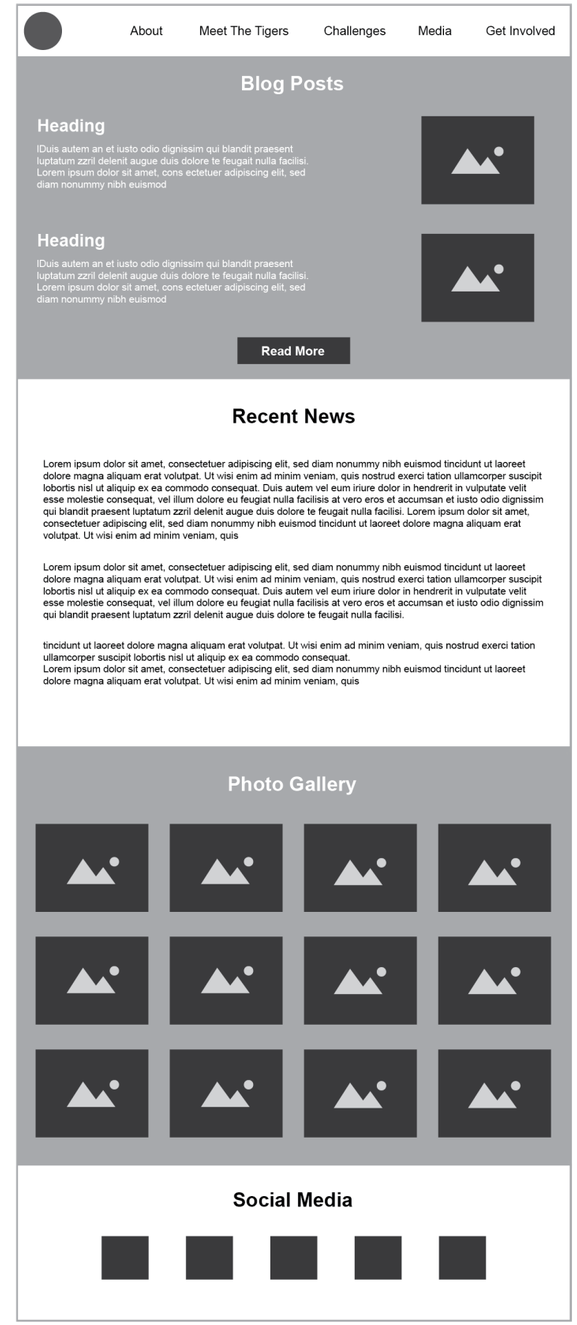
INFORMATION ARCHITECTURE

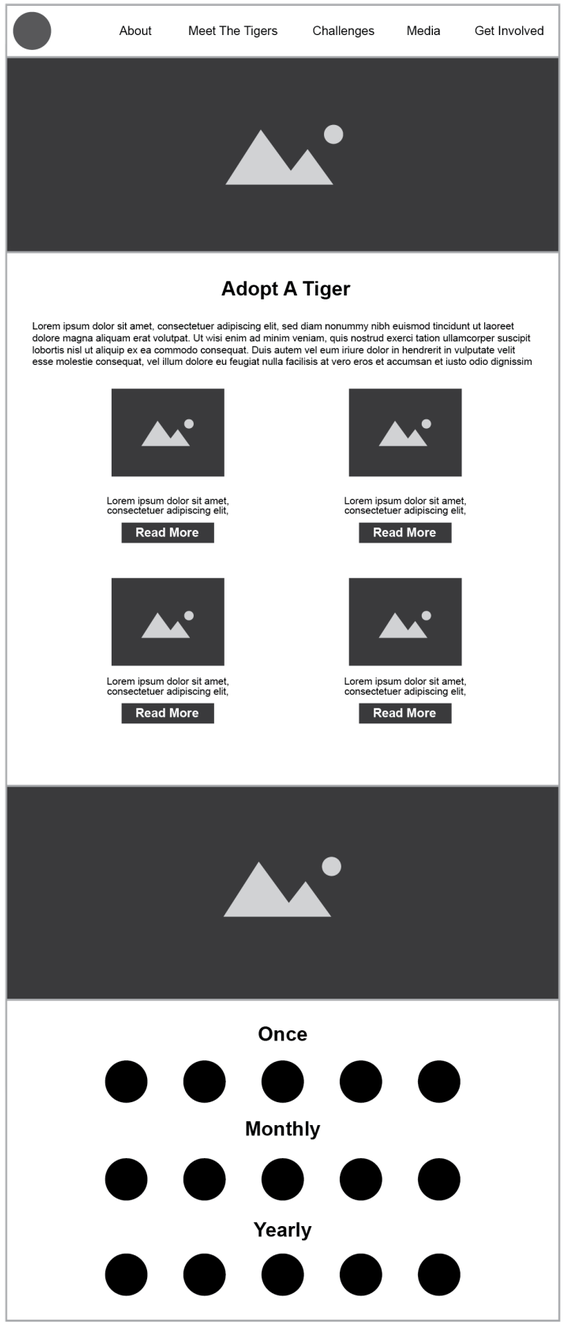
In this section includes the basic layout of the Tiger Protection Programs website. The layout includes the main navigation as well as its subpages and topics.

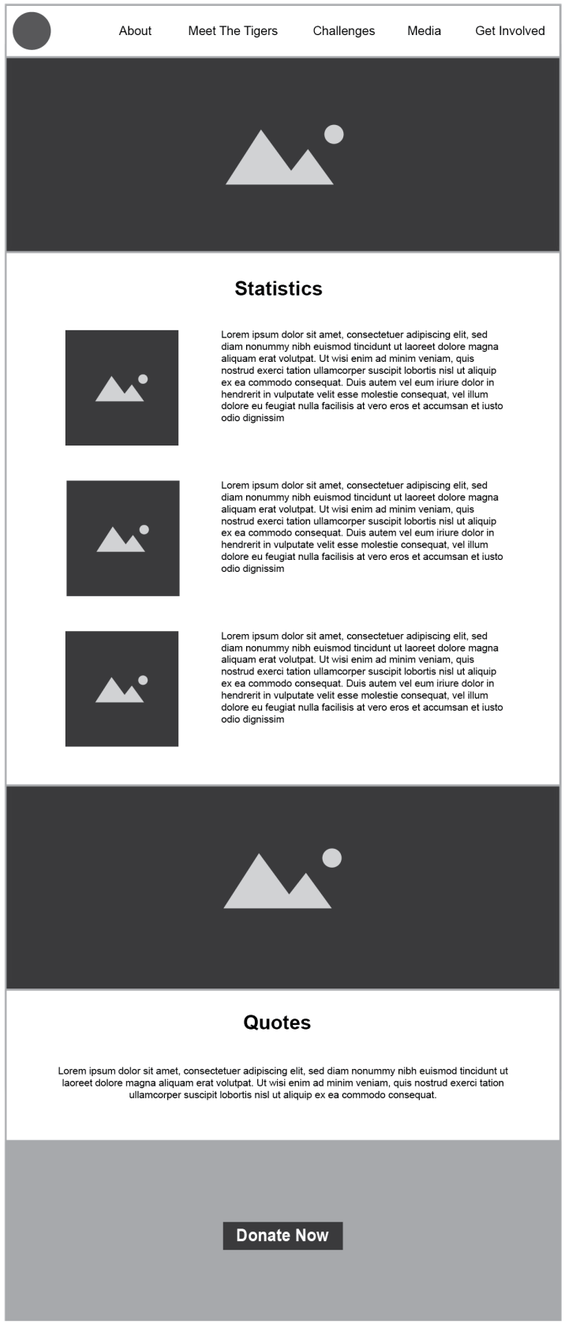


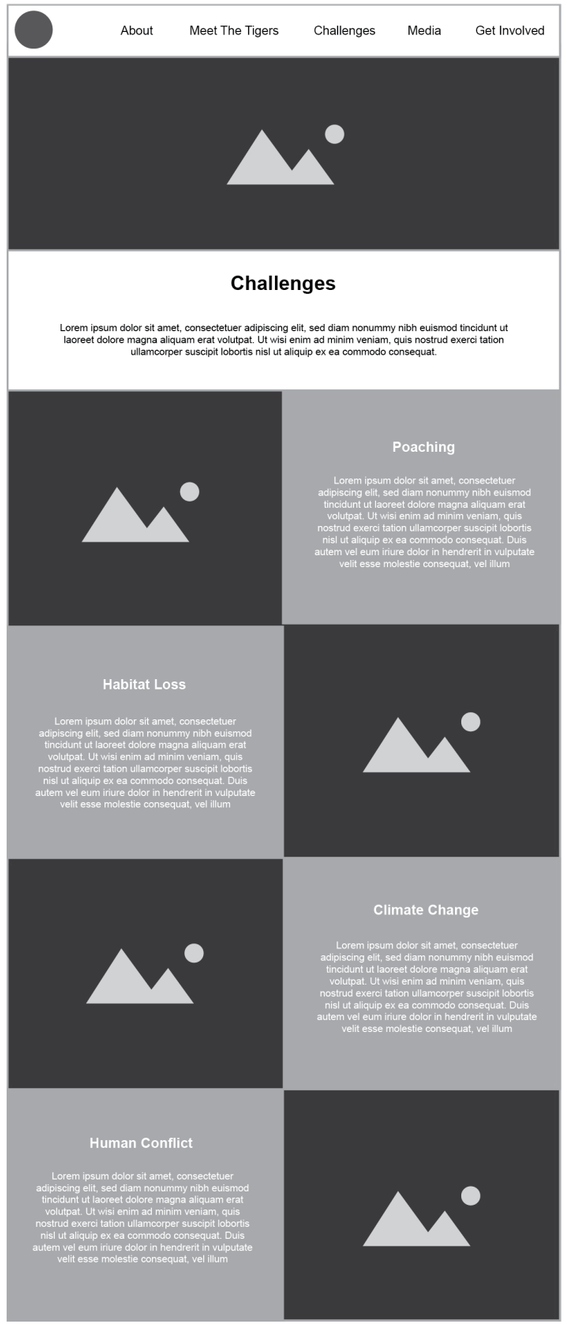
WIREFRAMES

In this section, you will see the basic design and overall flow the final website will have. The team wanted to make sure that the site was easy to navigate and had a lot of imagery to exemplify the need for viewers to donate. The navigation of the site itself was inspired by other existing animal conservation websites.



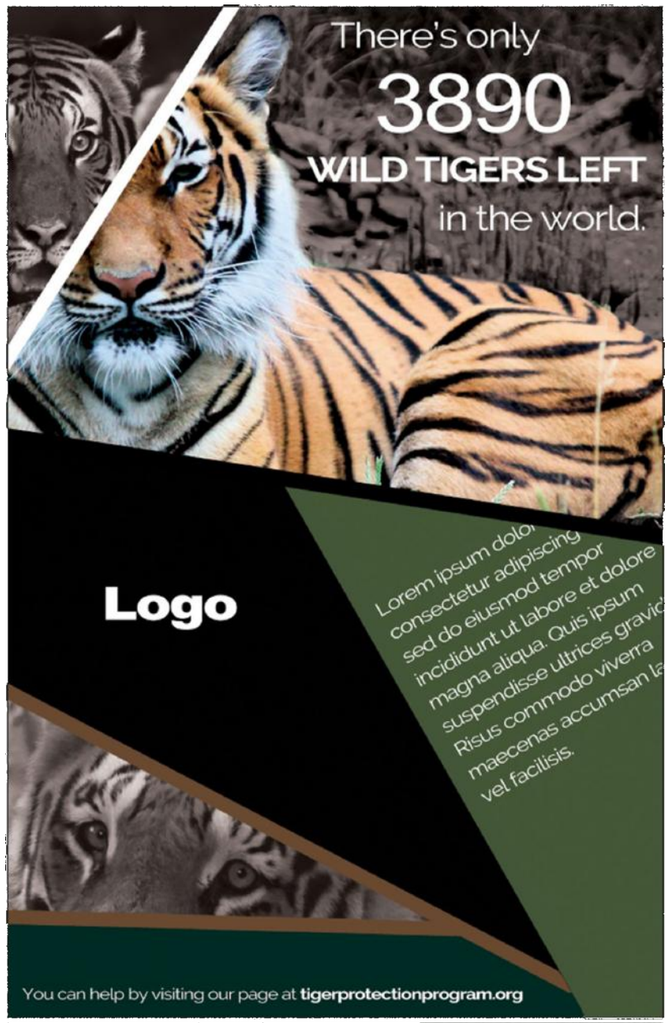






PROMOTIONAL DESIGNS

This section includes the process of designing promotional material including an event poster and postcard. The event poster was designed to be 17'' x 11'' to highlight the organizations fundraising event, The Tiger Trail 5k. The postcard was designed to be 5.5'' x 4.25'' to inform people about the event as well as be an invitation to register.



3,900 Tigers
Are Left In The Wild

JOIN our 5K TIGER TRAIL

TO SAVE THEM
DECEMBER 13, 2019

Here's how you can help!
You can donate:

$25 $50 $100 $500 other

Tiger Protection Program
4808 Linden Avenue.
San Diego, CA 92091
617-821-0273

For more information visiti our page at **tigerprotectionprogram.org**

LESS THAN
4000
TIGERS ARE
IN THE WILD
help save our tigers
TIGER TRAIL 5K
DECEMBER 13, 2019
For more information visit our page at tigerprotectionprogram.org | 4808 Linden Avenue, San Diego CA 92091 | 617-812-0273

TIGER TRAIL 5K
Tiger Trail 5k
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About Us
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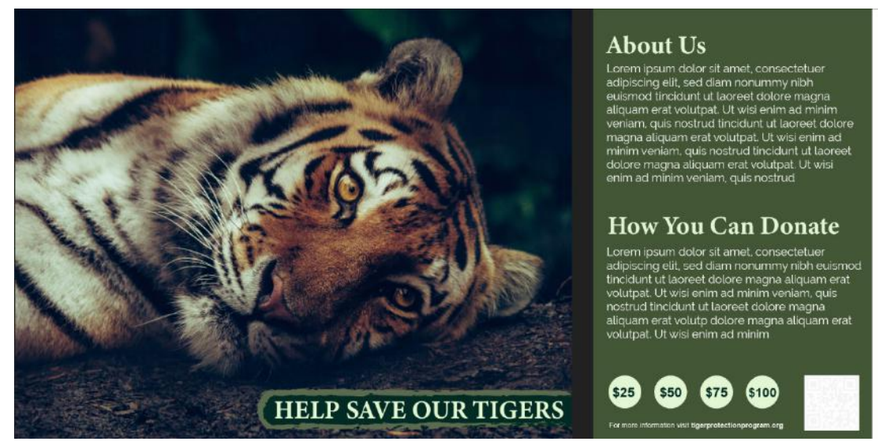
For more information visit tigerprotectionprogram.org
4808 Linden Avenue, San Diego CA 92091


HELP SAVE OUR TIGERS
About Us
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How You Can Donate
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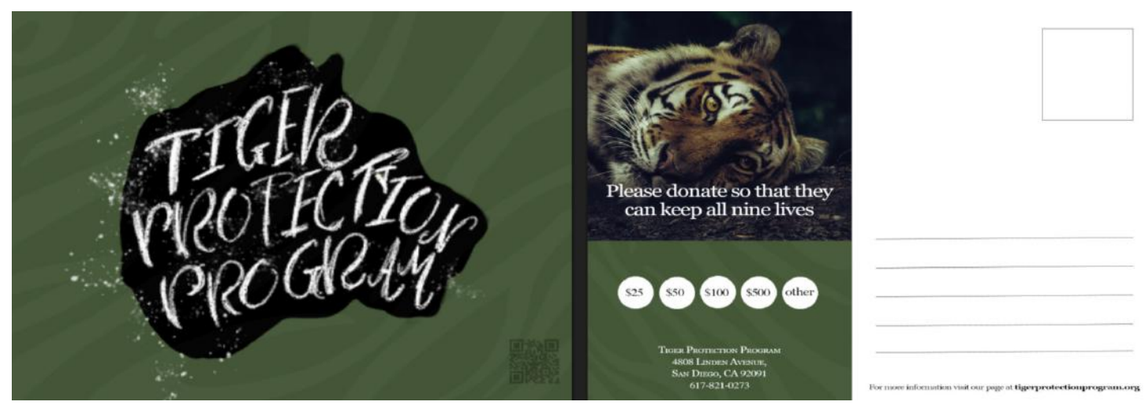
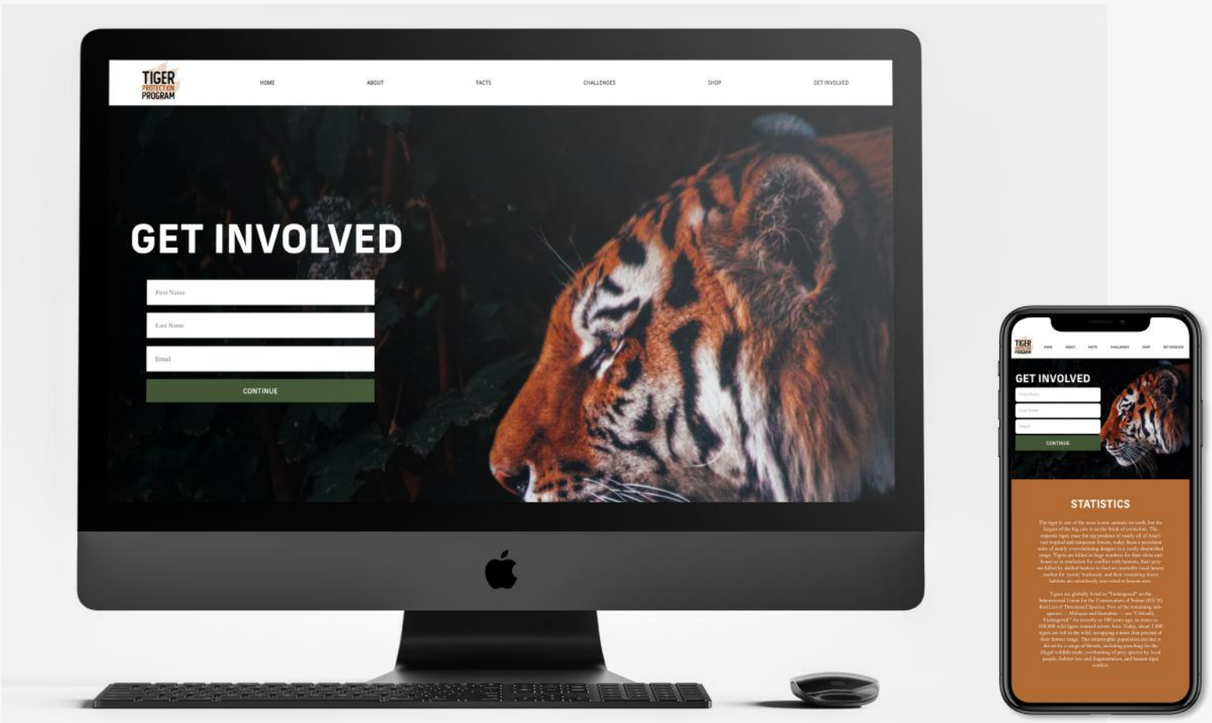
$100
For more information visit tigerprotectionprogram.org
4808 Linden Avenue, San Diego CA 92091

LESS THAN
4000
TIGERS ARE
IN THE WILD
TIGER TRAIL 5K
DECEMBER 13, 2019
For more information visit our page at tigerprotectionprogram.org | 4808 Linden Avenue, San Diego CA 92091 | 617-812-0273

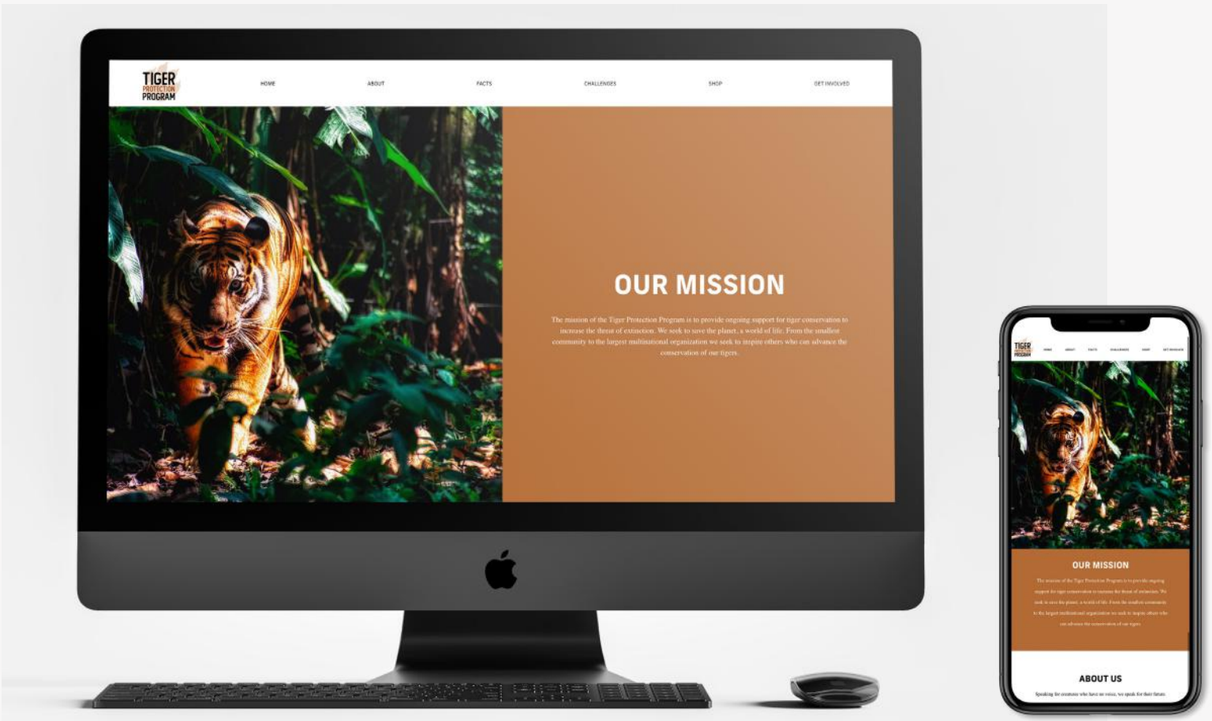

TIGER PROTECTION PROGRAM
Please donate so that they can keep all nine lives
$25
$50
$100
$500
other
Tiger Protection Program
4808 Linden Avenue,
San Diego, CA 92091
617-821-0273
For more information visit our page at tigerprotectionprogram.org

FINAL DESIGNS

The final Tiger Protection Program designs consisted of a brand identity, postcard and poster deisgn, and the final website. All assests of the organization utilize the forest greens with hints of the tiger's orange skin. The green represents keeping tigers in the wild and preserving their natural habitats.


TIGER PROTECTION PROGRAM
HOME
ABOUT
FACTS
CHALLENGES
SHOP
GET INVOLVED
GET INVOLVED
First Name
Last Name
Email
CONTINUE
STATISTICS

TIGER PROTECTION PROGRAM
HOME
ABOUT
FACTS
CHALLENGES
SHOP
GET INVOLVED
GET INVOLVED
First Name
Last Name
Email
CONTINUE
STATISTICS
The tiger is one of the most iconic animals on earth, but the largest of the big cats is on the brink of extinction. The majestic tiger, once the top predator of nearly all of Asia's vast tropical and temperate forests, today faces a persistent suite of nearly overwhelming dangers in a vastly diminished range. Tigers are killed in huge numbers for their skins and bones or in retaliation for conflict with humans; their prey are killed by skilled hunters to feed an insatiable local luxury market for 'exotic' bushmeat, and their remaining forest habitats are relentlessly converted to human uses.
Tigers are globally listed as "Endangered" on the International Union for the Conservation of Nature (IUCN) Red List of Threatened Species. Two of the remaining sub-species — Malayan and Sumatran — are "Critically Endangered." As recently as 100 years ago, as many as 100,000 wild tigers roamed across Asia. Today, about 3,900 tigers are left in the wild, occupying a mere four percent of their former range. This catastrophic population decline is driven by a range of threats, including poaching for the illegal wildlife trade, overhunting of prey species by local people, habitat loss and fragmentation, and human-tiger conflict.
Functionally Extinct
0 - 150 Tigers
150 - 400 Tigers
400 - 2500 Tigers
No Data
TIGER PROTECTION PROGRAM
Tiger Protection Program | 4808 Linden Avenue | San Diego, CA 92091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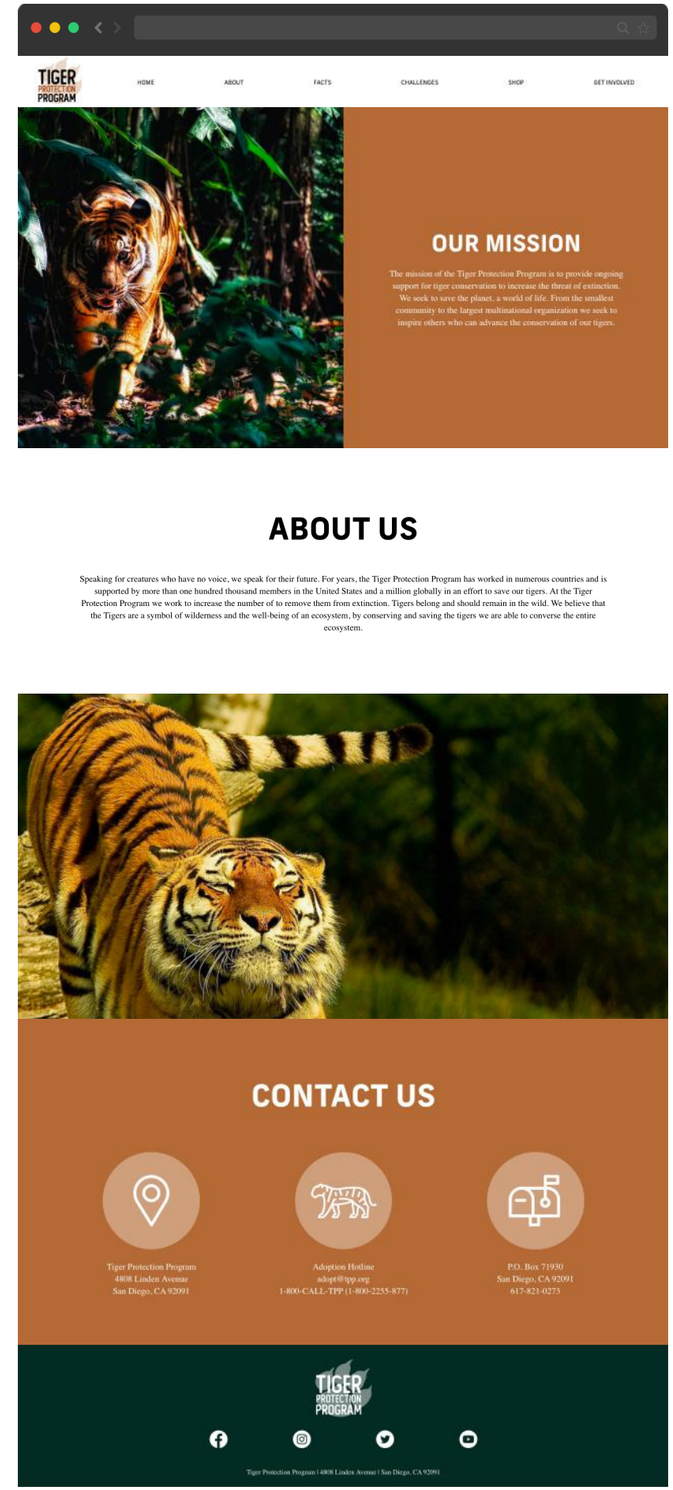
OUR MISSION
The mission of the Tiger Protection Program is to provide ongoing support for tiger conservation to increase the threat of extinction. We seek to save the planet, a world of life. From the smallest community to the largest multinational organization we seek to inspire others who can advance the conservation of our tigers.
ABOUT US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ABOUT US
Speaking for creatures who have no voice, we speak for their future. For years, the Tiger Protection Program has worked in numerous countries and is supported by more than one hundred thousand members in the United States and a million globally in an effort to save our tigers. At the Tiger Protection Program we work to increase the number of to remove them from extinction. Tigers belong and should remain in the wild. We believe that the Tigers are a symbol of wilderness and the well-being of an ecosystem, by conserving and saving the tigers we are able to converse the entire ecosystem.
CONTACT US
Tiger Protection Program
4808 Linden Avenue
San Diego, CA 92091
Adoption Hotline
adopt@tpp.org
1-800-CALL-TPP (1-800-2255-877)
P.O. Box 71930
San Diego, CA 92091
617-821-0273
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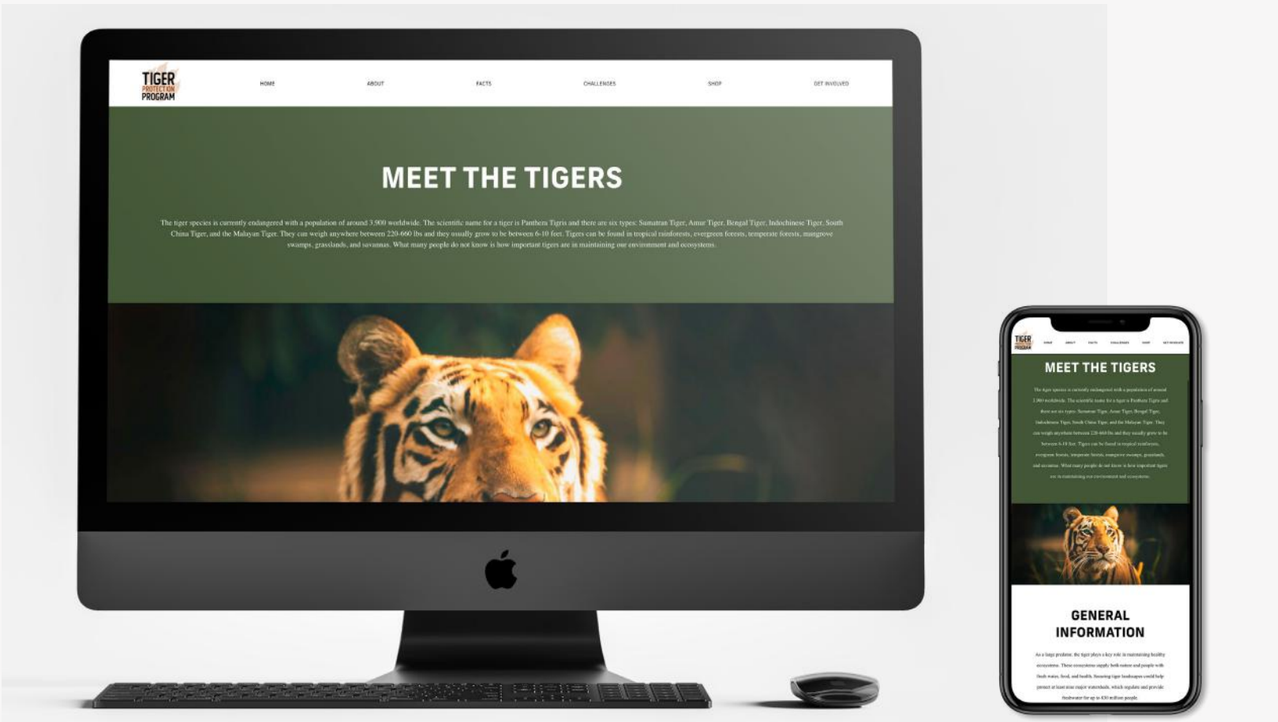
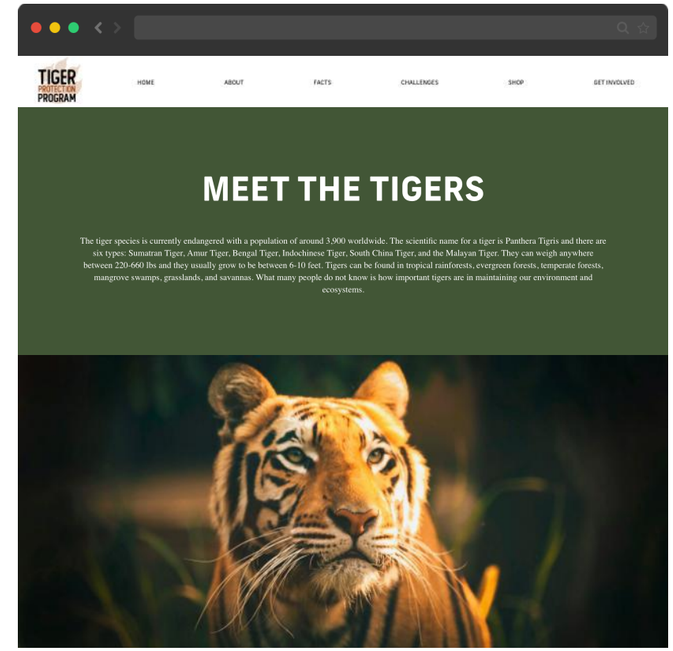




GENERAL INFORMATION

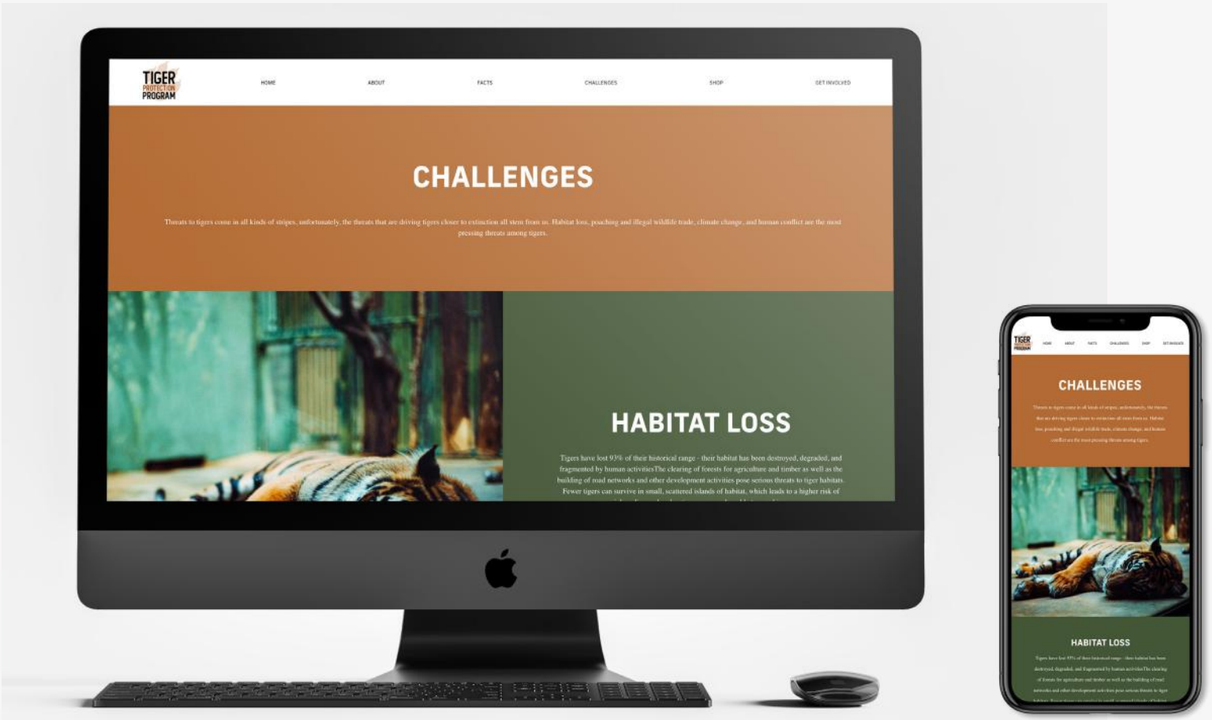
As a large predator, the tiger plays a key role in maintaining healthy ecosystems. These ecosystems supply both nature and people with fresh water, food, and health. Securing tiger landscapes could help protect at least nine major watersheds, which regulate and provide freshwater for up to 830 million people.

Tigers can directly help some of the world's poorest communities. Tourists go to some places where tigers exist, creating opportunities for communities with few alternatives for income to earn money. Tiger conservation projects also help provide alternative livelihoods for rural communities that not only bring in income but are more sustainable.

This big cat is both admired and feared by people around the world. If forests are emptied of every last tiger, all that will remain are distant legends and zoo sightings.

The tiger has evolved over thousands of years. Currently, this big cat is being trapped, its parts trafficked for various purposes, and pushed out of its home. Many that are left in the wild cling to survival in isolated patches of forest scattered across Asia.

To save tigers, we need to secure forest habitats across Asia where they live. By protecting large, biologically diverse landscapes, we allow tigers to roam and preserve the many other endangered species that live there. In order to protect just one tiger, we have to conserve around 25,000 acres of forest.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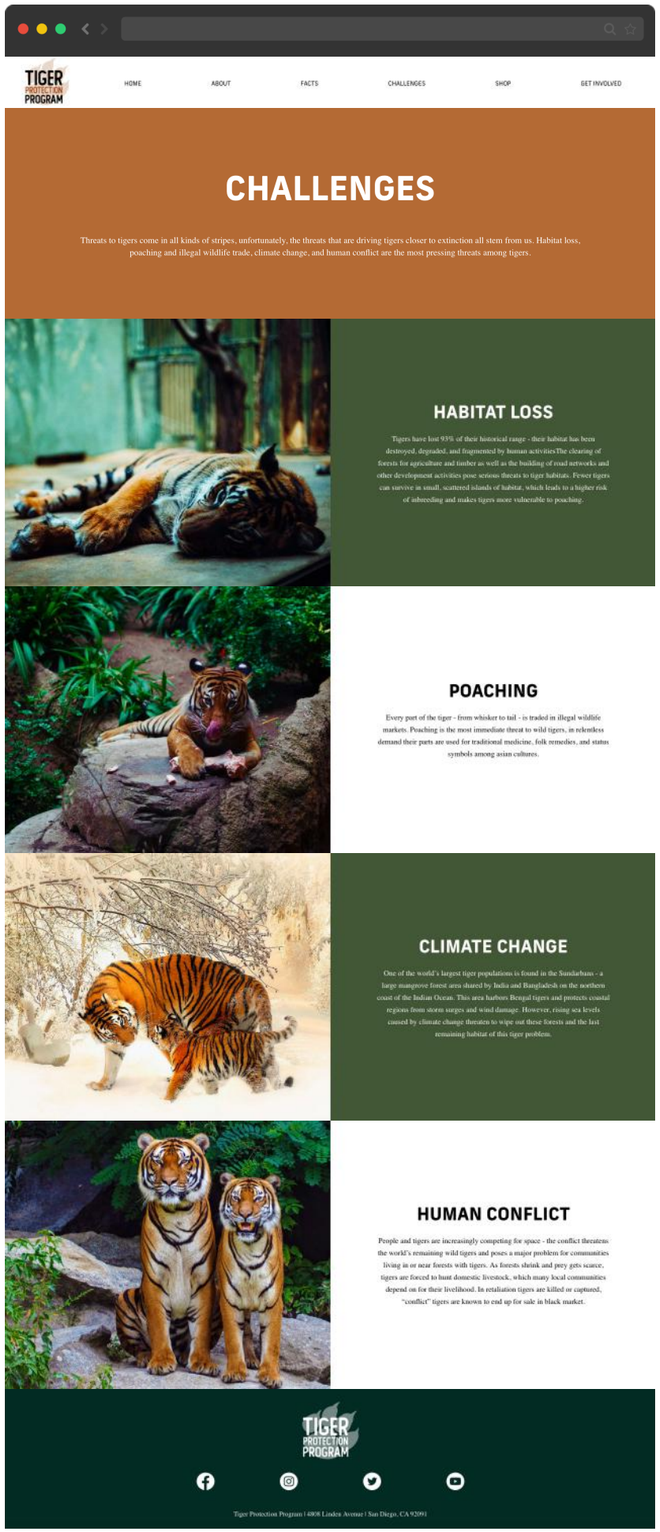
CHALLENGES
Threats to tigers come in all kinds of stripes, unfortunately, the threats that are driving tigers closer to extinction all stem from us. Habitat loss, poaching and illegal wildlife trade, climate change, and human conflict are the most pressing threats among tigers.
HABITAT LOSS
Tigers have lost 93% of their historical range - their habitat has been destroyed, degraded, and fragmented by human activitiesThe clearing of forests for agriculture and timber as well as the building of road networks and other development activities pose serious threats to tiger habitats. Fewer tigers can survive in small, scattered islands of habitat, which leads to a higher risk of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POACHING
Every part of the tiger - from whisker to tail - is traded in illegal wildlife markets. Poaching is the most immediate threat to wild tigers, in relentless demand their parts are used for traditional medicine, folk remedies, and status symbols among asian cultures.
CLIMATE CHANGE
One of the world's largest tiger populations is found in the Sundarbans - a large mangrove forest area shared by India and Bangladesh on the northern coast of the Indian Ocean. This area harbors Bengal tigers and protects coastal regions from storm surges and wind damage. However, rising sea levels caused by climate change threaten to wipe out these forests and the last remaining habitat of this tiger problem.
HUMAN CONFLICT
People and tigers are increasingly competing for space - the conflict threatens the world's remaining wild tigers and poses a major problem for communities living in or near forests with tigers. As forests shrink and prey gets scarce, tigers are forced to hunt domestic livestock, which many local communities depend on for their livelihood. In retaliation tigers are killed or captured, "conflict" tigers are known to end up for sale in black market.
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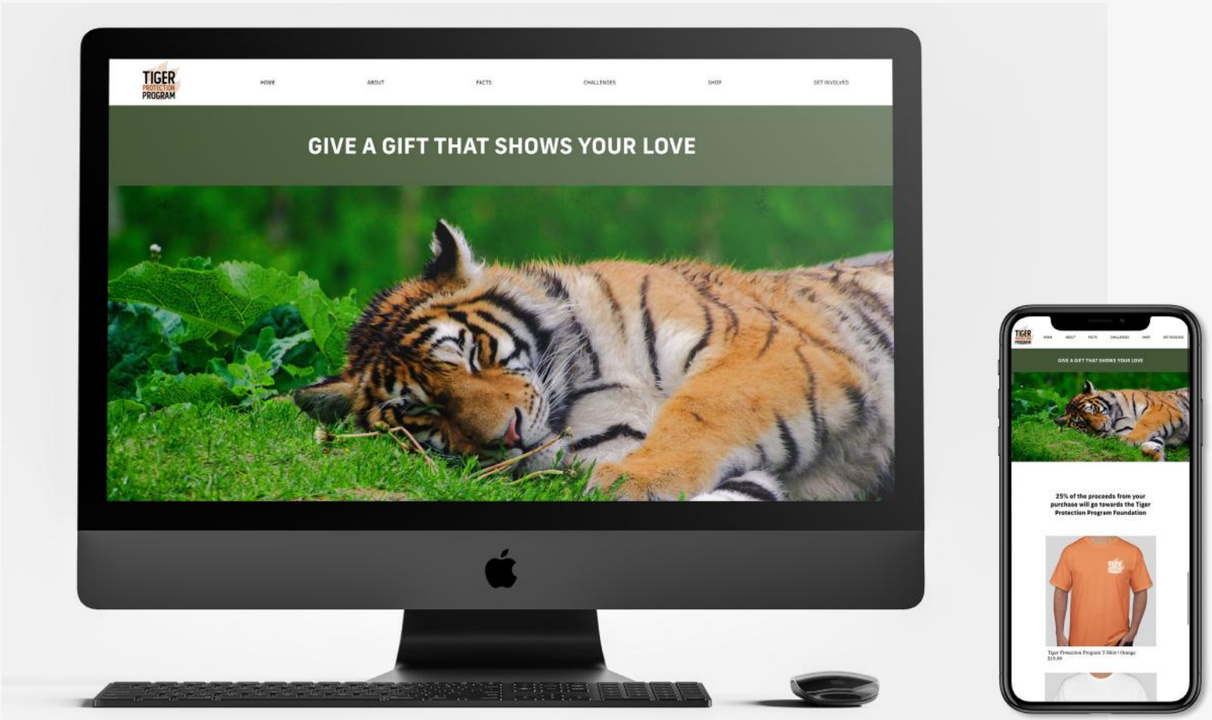
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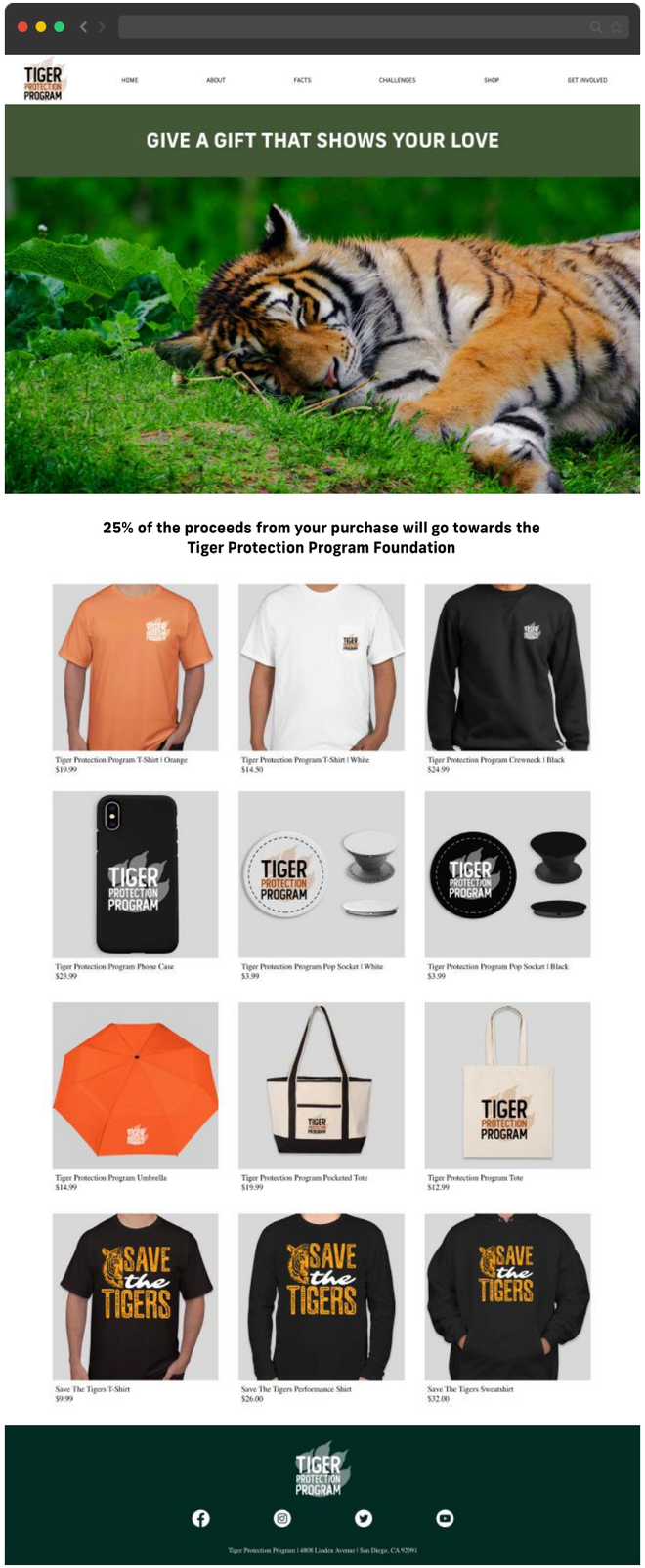
GIVE A GIFT THAT SHOWS YOUR LOVE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GIVE A GIFT THAT SHOWS YOUR LOVE
25% of the proceeds from your purchase will go towards the Tiger Protection Program Foundation
Tiger Protection Program T-Shirt | Orange
$19.99
Tiger Protection Program T-Shirt | White
$14.50
Tiger Protection Program Crewneck | Black
$24.99
Tiger Protection Program Phone Case
$23.99
Tiger Protection Program Pop Socket | White
$3.99
Tiger Protection Program Pop Socket | Black
$3.99
Tiger Protection Program Umbrella
$14.99
Tiger Protection Program Pocketed Tote
$19.99
Tiger Protection Program Tote
$12.99
Save The Tigers T-Shirt
$9.99
Save The Tigers Performance Shirt
$26.00
Save The Tigers Sweatshirt
$32.00
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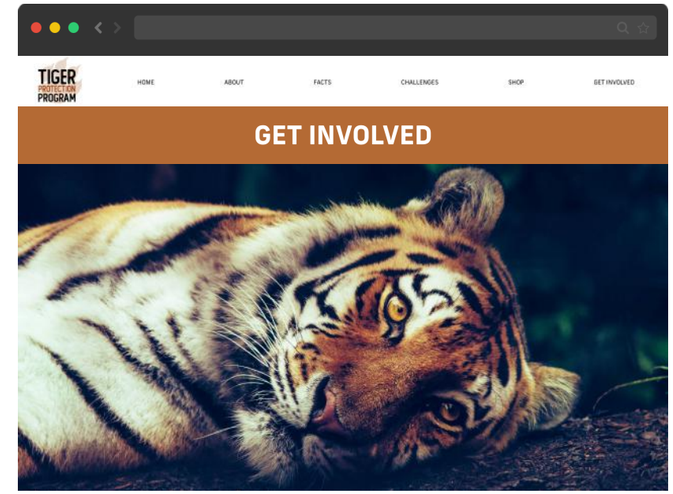


TIGER TRAIL 5K

ABOUT THIS EVENT

May 24, 2020 Sunday
Back Mountain Ranch Park
14700 Carmel Valley Rd, San Diego, CA

THE RACE & COURSE

The Tiger Protection Program's Tiger Trail will be held on May 24th at 9:00 AM. The Tiger Trail is a 5K that the entire family can enjoy whether they are racers or spectators. Experience the power of tigers in person as you race to the finish line.
This race will start and finish near the Nighthawk Trailhead inside Black Mountain Ranch Park. The course is challenging, but offers plenty of downhills to make up for the uphills!

THE AMENITIES

Bag check and toilets will be provided. Water will be available on the course, and bagels, spreads, fresh fruit and more will make up the usual great Tiger Protection Programs post race spread to greet you at the finish line.
There is an optional shirt available for purchase, but you must purchase it as part of your registration. This shirt will not be for sale on race day.

PACKET PICKUP & BIB MAILING

Please note there will be no pre-race packet pickup for this event. Race day packet pickup will be available in the festival near the starting line beginning at 7:30 AM.
Bib mailing is available for this race for participants registered by 4/15. You must choose this option when registering and the bib must be mailed to the address you choose then. Shipping to domestic US addresses only. The cost is $15.00

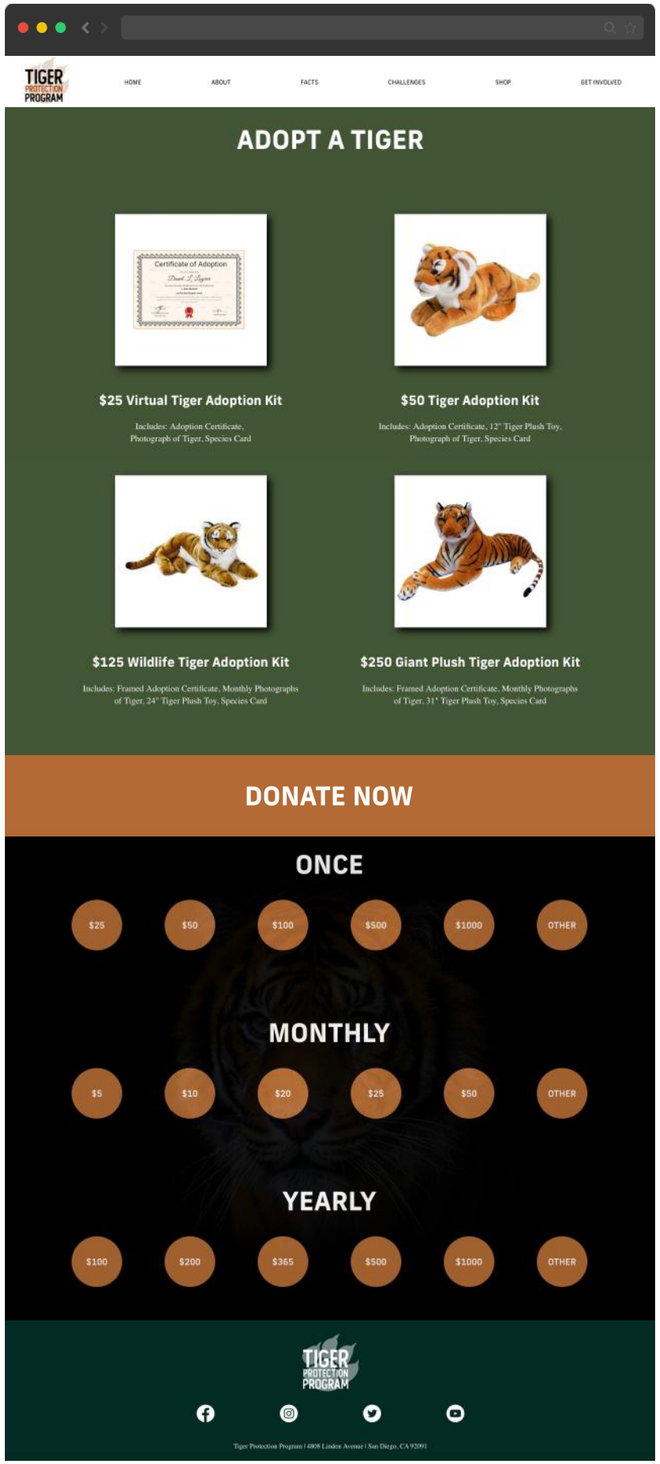
COST

Tiger Protection Program Donators $30
Online Registration $40
Race Day Registration $50
All proceeds from this run will help fund the Tiger Protection Program foundation to protect tigers in the wild. Race day registration is cash or credit, no checks please. Register early to make things easier for us and cheaper for you.

RESULTS, AWARDS, PHOTOS & VIDEOS

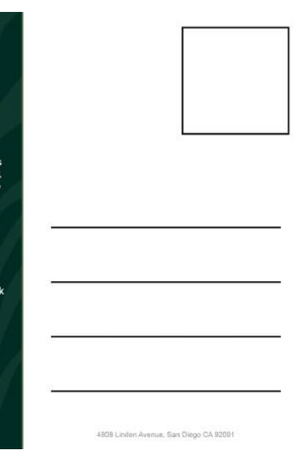
Awards will be given to the top three male and female runners overall. Age group awards in the 5K will be awarded to the top three in each of the following age groups: 9 and under, 10-14, 15-19, 20-29, 30-39, 40-49, 50-59, 60-69 and 70 and over. Age group awards in the 10K will be awarded to the top three in each of the following age groups: 19 and under, 20-29, 30-39, 40-49, 50-59, 60-69 and 70 and over.
Finish line photos and video will also be available on the results page. These may not be published for several days.

REGISTER NOW



Tiger Protection Program
TIger Trail 5k Poster Design

Tiger Protection Program
TIger Trail 5k Postcard front



Tiger Protection Program
TIger Trail 5k Postcard Back