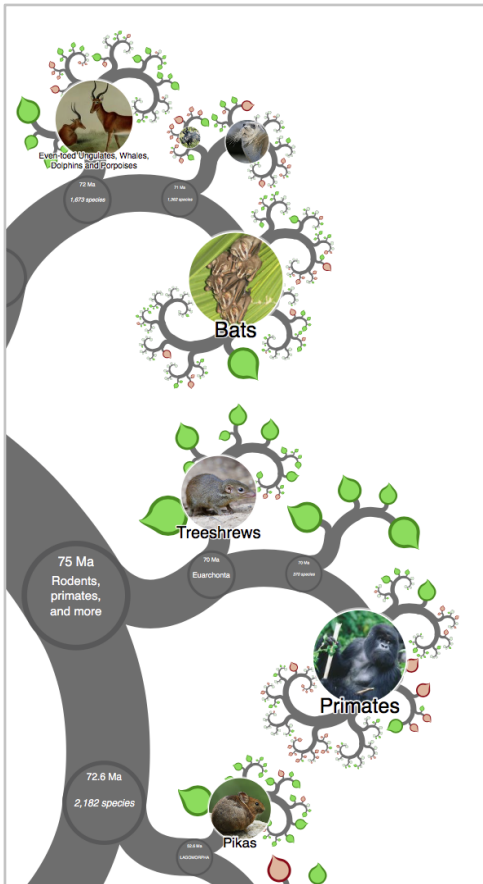


New website launched today uses the latest science to provide a vivid and interactive view of the entire tree of life

For release on 28th April (website launch date)

www.onezoom.org



New charity 'OneZoom' has produced a beautiful and easily accessible community resource for anyone to explore the huge variety of life on earth, and find out for themselves how millions of different species are related through evolution.

The project aims to do for the living world what Google Earth has done for the physical world. If their tree were printed, the paper would span our entire solar system... at least sixty times over

The launch coincides with the release of 'The Ancestor's Tale' by Richard Dawkins and Yan Wong updated since its first release to include the latest science in this field, with graphics from the OneZoom software embedded throughout the book.

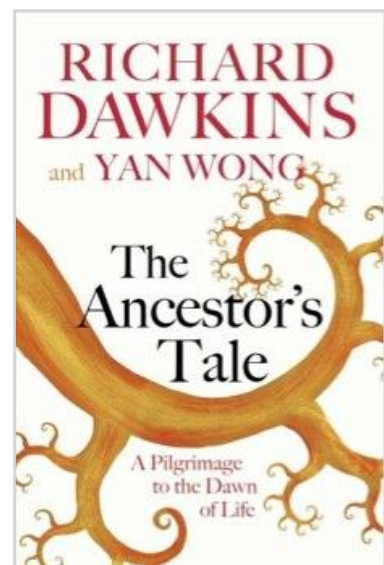
The wildlife on our doorstep, our food, the diseases that plague us, and their cures - all these can be placed as leaves somewhere on the tree of life and this website gives a way to navigate seamlessly through all species of living things.

Additionally, in exchange for a small donation, people will be able to put their name, or the name of a friend, next to an available species on the tree. This new method of crowdfunding will help develop and maintain the site.

On launch, visitors to the website will be able to see large parts of the tree of life, including on mobile devices. The more species that get sponsored the more the tree will grow, eventually to include over two million species.

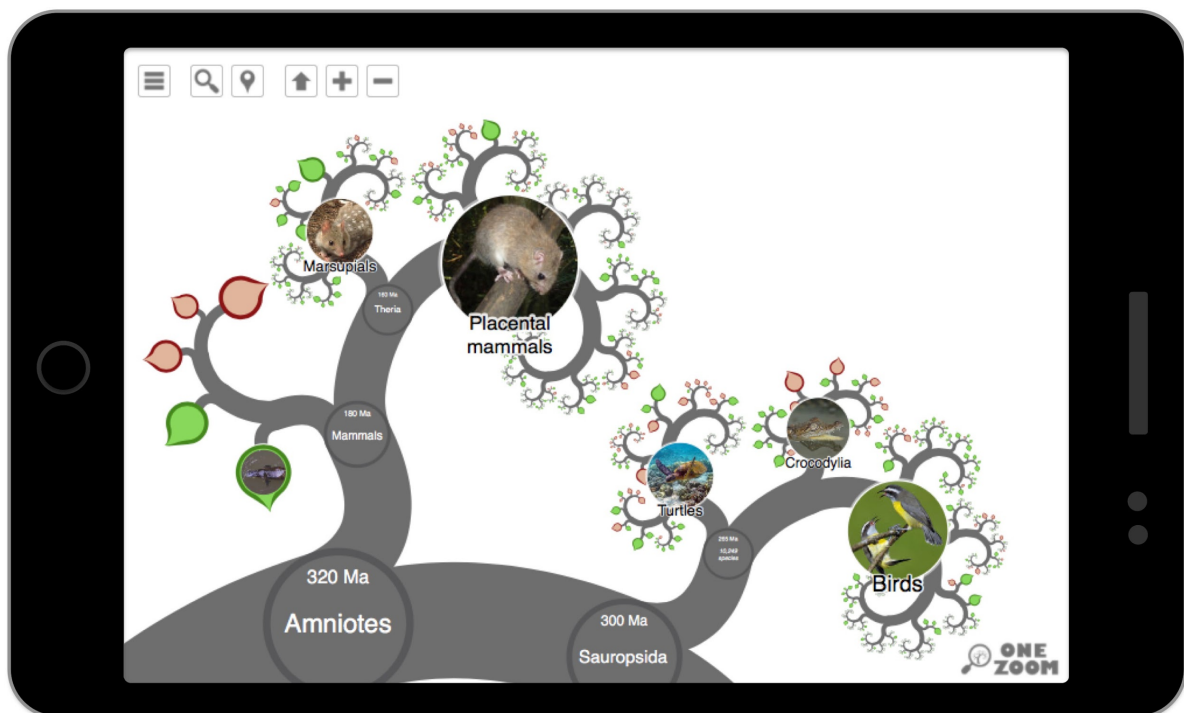
Key features:

- *Easy to use - for anyone interested in exploring the natural world*
- *Based on up-to-the minute scientific research - the tree is built by carefully choosing and stitching together hundreds of scientific studies - continually updated as more studies are published.*
- *The many species known to be threatened with extinction are highlighted in red, drawing attention to the*



need for protection.

- *The site has developed a ranking of the popularity all species on earth by monitoring web searches (the dog was the most popular species!) This is reflected in the tree - and used to calculate the suggested donation for sponsoring a leaf.*
- *Rather than being just about science, the tree is in itself a digital work of art with enormous proportions, if printed it would be about a million, million miles across*
- *Provides a rich and interactive new media, encouraging people to wonder at the variety of life on earth, to be used as an educational tool for all stages of education.*
- *Future plans include adding extinct species, and providing richer information about each species in the tree and their evolutionary history.*



Praise for the OneZoom visualization concept:

"Zooming into the Tree of Life. Magnificent piece of software, brilliantly intuitive visualisation of the tree of life"

Prof. Richard Dawkins, University of Oxford

"This project has enormous potential both as a tool for increasing public knowledge and engagement but also as an aid to research in Conservation and Biodiversity"

Prof. Sir John Beddington, Former Government Chief Scientific Adviser

"This will revolutionize how we teach and understand the Tree of Life. It is an invaluable tool for communicating the grand scope of life's history"

Prof. Joel Cracraft, American Museum of Natural History

For further information contact: mail@onezoom.org