



Left: Charlie the cougar. Right: Anna the coyote, rescued from the belly of her mother

BUSINESS EXTRA SPOTLIGHT

Conservation Ambassadors and Zoo to You

DAVID AND LISA JACKSON are co-CEOs and Directors of Conservation Ambassadors, a nonprofit wildlife rescue and sanctuary that focuses on conservation education. Founded in 1990, Conservation Ambassadors aims to give a worldwide voice to wildlife by providing a permanent, loving home for displaced, abused, abandoned or permanently injured wild and exotic animals. David and his team feature these animal ambassadors through their Zoo to You and Wild Things outreach programs, which give students of all ages an opportunity to get up close and personal with animals they may otherwise never get the chance to meet.

“We give animals a second chance at life by becoming ambassadors for their wild cousins,” said David. “Whether it’s native wildlife that’s been permanently injured and can’t be released, confiscated illegal exotic pets from around the world or animals displaced from sanctuaries or zoos, we give them a home for life.”

With numerous animals in need around the world, travel is crucial for David and his team as they meet with partner conservation organizations and rescue facilities, and make emergency animal pickups. In 2012,

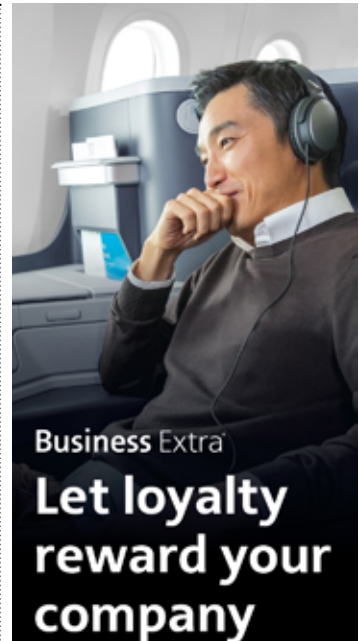
Conservation Ambassadors joined Business Extra®, American’s loyalty program for businesses, after entering and taking 3rd place in American’s Flight. Camera. Action. video competition. The company earns points for the business travel the team takes when they fly with American and partner airlines, and then redeems them toward flight awards.

“Managing a nonprofit wildlife rescue can sometimes be a financial struggle to support,” said Lisa. “We never know when an animal may be in need of a permanent loving home, so having access to Business Extra® points and redeeming them for flights has afforded us the ability to book a ticket and fly across the country to rescue an animal, with the flexibility to rebook if the situation suddenly changes. These points are priceless to us.”

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