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27 January 2010

NOTIFICATION

The International Year of Biodiversity on Facebook

Dear Madam/Sir,

The International Year of Biodiversity seems to have captured the attention of the world and it now has its own Facebook fan page where numbers are growing fast.

The Secretariat of the CBD is pleased to announce that, to date, it has over 13 000 fans and growing. Our aim is to achieve one million fans by the end of the Year.

With this in mind, I invite you, your colleagues and friends to become fans of the International Year of Biodiversity 2010 on Facebook: <http://www.facebook.com/iyb2010>. It will be one more way to reach as many people as possible. With your help, we will be one step closer to this goal and ultimately to raising the profile of the importance of biodiversity for human-well being.

I would like to seize the opportunity to reiterate our sincere gratitude to all governments and communities around the world for celebrating the International Year with a view to promoting the implementation of the Convention on Biological Diversity and its objectives.

Please accept, Madam/Sir, the assurances of my highest consideration.

Ahmed Djoghlaif
Executive Secretary

To: CBD National Focal Points and International Organizations