



Cheeky Monkey Media

Adopt-a-Primate Initiative

In honour of Earth Day, in 2021 Cheeky Monkey Media (CMM) launched our Adopt-a-Primate Initiative. 🙈🥰 We pledged to become a primate guardian with each client site launch valued at \$10,000+. Each time CMM adopts or becomes a co-guardian of a primate with a client, we choose a highly reputable, non-profit rescue sanctuary to support; one who is also helping to protect the planet we all share.

The most obvious reason why CMM chose such a great cause to bring attention to is because our Monkeys love supporting monkeys! Doing our part to help save the planet meant helping our closest relatives - primates. 🌍💚

But here's the most important reason: We want to help rescue sanctuaries like [Primate Rescue Center](#) and [Jane Goodall Institute Canada](#) (or the [US institute](#)) educate the public about the largely secretive and cruel primate trade, with the hope of collectively helping these rescues shut that trade industry down. Also, non-profit organizations make up a lot of the Cheeky Monkey client roster, so there was no hesitation on our part to support the incredible impact these non-profit rescues have on our earth and its inhabitants.

Reasons why rescue sanctuaries exist:

- Unscrupulous breeders and dealers continue to sell baby monkeys to those who inevitably learn that they're unable to provide those animals suitable lifetime care
- Research laboratories quietly dump their unwanted animals after their experiments are finished or their grant money runs out
- The entertainment industry unload the animals when they become too big to safely handle
- Zoos and other exhibitors quickly cast off their "surplus" primates when they run out of cage space, or deem that the public would prefer to see other species.

If you would like to support our initiative and these awesome rescue sanctuaries through a web project with Cheeky Monkey Media, please [contact us!](#)