

Reading Comprehension:

The World Wildlife Fund

1 Have you ever seen the black and white panda on the logo of the World Wildlife Fund (WWF)? The inspiration for the logo came from Chi-Chi, a giant panda. It had arrived at the London Zoo in the year 1961, when the organization was being created. WWF founders realized that they needed a strong, recognizable symbol that would attract people's attention to their cause. So they chose the furry, cuddly animal with its appealing, black-patched eyes.



The World Wildlife Fund was founded in 1961 when a small group of scientists, naturalists, politicians, and business people joined forces to create an international fund on behalf of endangered animals. This group of committed individuals signed a declaration which stated: "All over the world today a vast number of fine and harmless wild creatures are losing their lives or their homes, as a result of thoughtless and needless destruction."

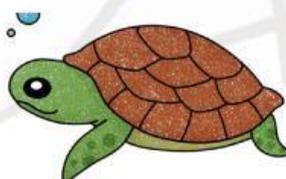
The WWF has become the world's largest independent conservation organization with over 5 million supporters worldwide, in more than 100 countries. The group's objective is to halt the damage to our planet's natural environment, and build a future in which humans live in harmony with nature. The fund takes concrete actions in a number of areas. For example, it works with governments to reduce poaching of tigers and to set aside land to increase the size of tiger habitats.

2 The WWF reports that humanity is already using nearly 50 percent more natural resources than the Earth can replace. To address this problem, it is developing and implementing new ways of growing crops, managing fisheries, forests, and wetlands, generating energy, and dealing with waste.

In order to carry out its conservation mission, the organization works with businesses and receives many donations and contributions from supporters, as well as help from hundreds of volunteers. Here is what two of them have to say about WWF.

I was part of the WWF's Global Marine Turtle Program. Our objective was to protect marine turtle habitats and areas around their nesting beaches. We also promoted ecotourism at marine turtle sites, so that local communities become involved in protecting the species. The main threat to the turtles is poaching. Researchers estimate that each year 50,000 marine turtles are killed in Southeast Asia and the South Pacific. Danielle (24)

I volunteered to work for a lemur conservation group in Madagascar. It was the most gratifying experience of my life. Madagascar is home to all kinds of unique plants and animals, but the lemur is the most famous. Lemurs are actually primates, like gorillas and chimpanzees, and are the oldest living primates in the world. Unfortunately, a shocking new study has found that Madagascar's lemurs have become the most endangered mammals on the planet. This is because of the continuing destruction of tropical rainforest due to illegal logging. Jonathan (32)



Reading Comprehension

Vocabulary



cuddly (adj.)	habitat (n.)	committed (adj.)
halt (v.)	logo (n.)	inspiration (n.)
concrete (adj.)	implement (v.)	gratifying (adj.)

Directions : Match the words with the definitions

- logo (n.)** : a design that is the official symbol of a group (รูปแบบที่เป็นสัญลักษณ์)
- _____ : something that leads you to do something or to a new idea (แรงบันดาลใจ)
- _____ : with the quality of being so cute that it makes you want to hug it (น่ากอด)
- _____ : willing to work hard to do something (ให้คำมั่น)
- _____ : to stop (หยุด)
- _____ : related to actual actions (ที่เป็นรูปธรรม, ที่ทำให้ เป็นจริงได้)
- _____ : the natural environment in which an animal or a plant lived (ที่อยู่ตามธรรมชาติของพืชและสัตว์)
- _____ : to work to make something happen (ทำให้มันคงขึ้น, สนับสนุน)
- _____ : satisfying and pleasing (น่าพอใจและยินดี)

About the reading

- What inspired the logo of the World Wildlife Fund (WWF)?
Ans.: **B) A giant panda named Chi-Chi**
- When was the World Wildlife Fund founded?
Ans.: _____
- What was the main goal of the WWF founders?
Ans.: _____
- How many supporters does the WWF have worldwide?
Ans.: _____
- What is one of the main threats to marine turtles according to the passage?
Ans.: _____
- Where did Danielle volunteer for the WWF?
Ans.: _____
- What species did Jonathan work to conserve in Madagascar?
Ans.: _____
- According to the passage, why are Madagascar's lemurs becoming the most endangered mammals?
Ans.: _____

