



MEDIA ADVISORY

For immediate release

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Canada's only monkey sanctuary is here in Ontario and it needs our help. Story Book Farm launches a \$1M campaign to construct an essential new, larger facility.

TORONTO – Story Book Farm is launching a campaign to source the capital required to meet the increasing demand for sanctuary for primates in Canada rescued from roadside zoos, research labs, and Ikea parking lots.

Story Book Farm is currently home to **19 primates**, each with their own unique and heart-wrenching story. Because many primate species live upwards of 30 years, they require long-term care and accommodation. But not unlike many other animal sanctuaries, **Story Book Farm Primate Sanctuary** has limited space and resources.

Notwithstanding roadside zoos and the exotic pet trade, there are an estimated 6,412 primates used in research alone (Canadian Council on Animal Care [CCAC] 2017). “The demand continues as we learn of other monkeys needing sanctuary - monkeys that are being kept inhumanely as pets, monkeys that are being bred for the exotic pet trade and, most recently, research monkeys,” says Daina Liepa, a former ad executive turned sanctuary owner. “We have run out of space to take in more monkeys. So we’re planning to build a new, sustainable structure.”

This campaign launch coincides with [the first official retirement of three surviving research facility monkeys in Canada this past summer](#), a **precedent-setting** endeavor.

“We are trying to provide monkeys who have had their wild lives stolen with the best long-term captive care as they live out the rest of their lives in Canada.”

The first fundraiser takes place at **The Horseshoe Tavern in Toronto Thursday, December 13, 2018 at 8pm and features Organ Thieves**. **Event:** <https://bit.ly/2L4EnMh>

See attached for more information on Story Book Farm and the primates who live there.

Follow, Visit, Donate.

- Facebook: Story Book Farm Primate Sanctuary
- Instagram: @storybookmonkeys
- Twitter: @SBFPrimateS
- Donations can be made through Canada Helps or the sanctuary website: www.storybookmonkeys.org



To host an event to raise funds for the sanctuary, please contact:

Daina Liepa: 416-816-4800, sbfpsanctuary@gmail.com.

More about Story Book Farm Primate Sanctuary

Established in 2000 and located just north of **Toronto** in Sunderland, Ontario, **Story Book Farm Primate Sanctuary** offers “freedom from fear” and is a place of “healing and recovery from trauma.” It runs on volunteers who share their mission and passion for providing a second home for these primates who have come from situations where they’ve been exploited, mistreated, and neglected.

“We see how much their personalities and behaviours are affected by their past, but then change as they learn to trust and are free to behave as they choose,” Daina Liepa says.

Rudy, a baby squirrel monkey, was found close to death in a Toronto storage unit packed full of exotic animals. Today, he is active and healthy.

Julien, a Japanese macaque, lived in an outdoor cage throughout the entire year on an ever growing pile of his own excrement and rotting food for 10 years before being rescued. Julien was so stressed when he arrived at the sanctuary that he would constantly self-mutilate. Today, Julien has the choice to be indoors or out with his roommate, **Lexy**, a headstrong female Japanese macaque, and self-mutilation is largely a thing of the past.

Darwin, another Japanese macaque, is perhaps better known as **“The Ikea Monkey”**. Over the 6 years he has been at Story Book Farm, he has matured and has learned how to behave like a monkey. He can often be seen having grooming sessions with his neighbour and surrogate father Pierre, an olive baboon.

Cody, Pugsley, and Cedric (the new research monkeys) are discovering new things every day: rain, wind, snow, new foods, how to catch flies, how to take apart toys, and things as simple as having enough space to run and be together.

There are so many more monkeys that need a chance at a better life and **Story Book Farm Primate Sanctuary** is hoping to provide that for them. This can only be achieved by building a new, bigger structure. The sanctuary is seeking grants as well as individual, corporate and construction donations for this crucial project.

For media inquiries, please contact:

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