



*Dyeing Poison Dart Frog
(Dendrobates tinctorius)*

*Found in Guyana, Suriname, Brazil, and French Guiana.
Dyeing Poison Dart Frogs can grow 1" to 2" in length.
They secrete a poison through their skin to ward off predators.*

June	s	m	t	w	t	f	s
			1	2	3	4	
	5	6	7	8	9	10	11
	12	13	14	15	16	17	18
	19	20	21	22	23	24	25
	26	27	28	29	30	19th - Father's Day	

July	s	m	t	w	t	f	s	
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	10	11	12	13	14	15	16	
	17	18	19	20	21	22	23	
	24	25	26	27	28	29	30	
	31	4th - Independence Day						

August	s	m	t	w	t	f	s
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	14	15	16	17	18	19	20
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	28	29	30	31			

PRINTING BY CANFIELD & TACK

PHOTOGRAPHY BY MATT WITTMAYER

PAPER BY LECTA

FROGS SKIN

UNDER THREAT FROM A FATAL FUNGUS

MORE THAN SKIN DEEP

It's Not Easy Being Green, Red, Yellow or Blue

Frogs are unique, adaptable and widely varied creatures. They have long held a popular place in our culture, from being the lovable friends of childhood such as Kermit the Frog to iconic figures like Navy frogmen. Unlike these celebrated icons, frogs and other amphibians face an ecological threat that is having adverse effects on their populations worldwide.

Chytrid

In the late 1990s researchers identified a new strain of this fungus called *Batrachochytrium dendrobatidis* (Bd) that has deadly effects on many amphibian species. Bd causes a disease called *Chytridiomycosis* (Chytrid) that infects the outer layer of a frog's skin, causing it to thicken. This change interferes with a frog's ability to absorb water and nutrients through its skin, depriving it of fluid, minerals and electrolytes. Once Bd enters a frog population it can quickly spread, often leading to a rapid die-off. Bd along with other environmental and ecological stresses has brought numerous frogs and toads to the verge of extinction. Researchers are struggling to fully understand the impact Bd is having on frogs and to find effective methods to contain it. There are strong indications that human activity including the international trading of amphibians, and direct contact with humans through handling are contributing to the rapid spread of Bd.

Conservation, Education and Research

In response to the on-going threats to frogs, various non-profit organizations have assumed key roles in research, education and conservation efforts. In the frontline of these endeavors are Rochester Museum & Science Center (RMSC), Seneca Park Zoo, The SUNY College of Environmental Science and Forestry (ESF), Amphibian Ark, and many others. Learn more about these organizations and their efforts at the websites below.

VIBRANT FIBER POSTER SERIES

A Focus on Nature and Conservation

The "Vibrant Fiber" poster series is designed to showcase the many printing techniques and communication solutions offered by our company. In this collaboration with photographer Matt Wittmeyer, we have utilized a *Elemental Chlorine Free* (ECF) silk paper stock, with 100% post-consumer recycled fiber. This paper is certified to the standards of the Forest Stewardship Council (FSC). A water-based biodegradable Aqueous Spot Coating has been applied to each frog giving their skins a lustrous wet appearance. This is just one of the many ways we visually elevate the ordinary into the extraordinary. Learn more about the techniques and materials used to create this poster in the "Specifications" section below.

Can Do Spirit

In an ongoing effort to support critical education and conservation efforts, our company has donated this poster and other marketing materials to the organizations' collaborating on this Vibrant Fiber series. We hope you'll support these and other organizations' that play a crucial role in advocating and protecting frogs and amphibians. We'd like to thank Clyde Peeling's Reptiland for allowing Vibrant Fiber to photograph the animals you see here. Their traveling exhibit "Frogs: A Chorus of Colors" beautifully displays these unique creatures and highlights the importance of amphibian conservation. To learn more about this and the other organizations collaborating on this poster visit www.vibrantfiber.com.

Printing Technology and Expertise

Our company utilizes industry leading technologies to produce and deliver a wide array of print and packaging solutions. Experienced print communication specialists are dedicated to developing custom-based solutions that help companies to get results - quickly and cost effectively. Contact us to find out what we can do for you.



800.836.0861

925 Exchange Street, Rochester, NY 14608

canfieldtack.com

CALENDAR CONTRIBUTORS, SPECIFICATIONS + NOTES

PRINTING & STOCK

Canfield & Tack
Kamori Litrone LS Sheetfed Offset Press using Superior Platinum Plus Process Inks
This side: 4 color process + PMS & Strike-through varnish
Other side: 4 color process + spot gloss aqueous coating
Cyan poly plate

Paper
Lecta: Terrasapel Creator Glass Text - FSC Certified
Lecta, in collaboration with Accolix Natura has promoted reforestation in Brazil and the Benin Peninsula resulting in over 20500 replanted trees.

PHOTOGRAPHY

Matt Wittmeyer Studio
104 Frankfort St, Rochester, NY 14608
(585) 662.9776
matt@mattwittmeyer.com
mattwittmeyer.com

Leaping to action!
Matt photographed these beautiful frogs on location at RMSC. Since collaborating on Vibrant Fiber, Matt has photographed walrus, owls, butterflies, bees and poisonous frogs. See more of his great work at www.vibrantfiber.com.

COMMUNITY BASED ORGANIZATIONS

RMSC - Cumming Nature Center
6472 Gulick Rd, Naples, NY 14512
(585) 374-6140
www.rmssc.org

Visit the RMSC Cumming Nature Center in Naples, NY
Cumming Nature Center (CNC) is a dynamic environmental education facility that celebrates the unique landscape and culture of the Finger Lakes region through hands-on learning opportunities and thoughtful exhibits. CNC offers educational opportunities that are as diverse as our landscape.

Seneca Park Zoo
2222 St. Paul Street, Rochester, NY 14621
(585) 336-7200
www.senecaparkzoo.org
[facebook.com/senecaparkzoo/](https://www.facebook.com/senecaparkzoo/)

See unique amphibians year round at Seneca Park Zoo
View Panamanian golden frogs, poison dart frogs, mossy frogs, lemon leaf frog and more. Also learn about the Zoo's ongoing research and conservation efforts for the hellbender salamanders like sturgeon and other animals.

The SUNY College of Environmental Science and Forestry (ESF)
1 Forestry Drive, Syracuse, NY 13210
(315) 470-6500
www.esf.edu

On the forefront of environmental education & research
ESF (founded in 1911) is the nation's top-ranked environmental college. ESF is dedicated to the study of the environment, developing renewable technologies and building a sustainable future.

Amphibian Ark

12101 Johnny Cake Ridge Rd,
Apple Valley, MN 55124
(952) 997-9800
www.AmphibianArk.org

Leading partnerships for frog conservation
The Amphibian Ark works to ensure the survival and diversity of amphibian species focusing on those that cannot currently be safe-guarded in their natural environments.

FROGS

ROCHESTER MUSEUM & SCIENCE CENTER | SENECA PARK ZOO
 THE SUNY COLLEGE OF ENVIRONMENTAL SCIENCE AND FORESTRY | AMPHIBIAN ARK



Dyeing Poison Dart Frog
{ South America }



Malagasy Tree Frog
{ Madagascar }



Ornate Horned Frog
{ South America }



Sambava Tomato Frog
{ Madagascar }



Giant Waxy Tree Frog
{ South America }



Blue Poison Dart Frog
{ South America }



Mexican Giant Tree Frog
{ North America }



African Bullfrog
{ Africa }



Milk Frog
{ South America }

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june

s	m	t	w	t	f	s
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5	6	7	8	9	10	11
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19	20	21	22	23	24	25
26	27	28	29	30		

19th - Fathers Day

july

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24	25	26	27	28	29	30
31						

4th - Independence Day

august

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21	22	23	24	25	26	27
28	29	30	31			

vibrant fiber '16

FROG SKIN

Vibrant Fiber is a poster series that aims to bring awareness to organizations that are making a difference in our community. In series No. 8 we focus on the plight of frogs and the challenges they face from a fungus called *Batrachochytrium dendrobatidis* (Bd). This fungus causes a disease in frogs and toads, *Chytridiomycosis* (Chytrid), that infects the outer layer of skin causing it to thicken. The disease quickly takes hold, stopping a frog's ability to absorb vital fluid and nutrients through its skin. The rapid spread of Chytrid and it's global reach puts numerous frogs and toads under threat of extinction. Researchers struggle to find ways to contain and combat the deadly effects of this disease.

In an effort to highlight the ecological and environmental challenges amphibians face, Vibrant Fiber has collaborated with four organizations to create this vivid poster. The Rochester Museum & Science Center (RMSC), The SUNY College of Environmental Science and Forestry (ESF), Seneca Park Zoo, and Amphibian Ark all support educational or research programs that focus on frogs and amphibian conservation. Learn more about these organizations and the collaborators that have contributed to this poster at www.vibrantfiber.com. On this site you can also learn about other organizations that have collaborated with Vibrant Fiber on topics including Wolves, Bees, Apples, Wetlands and more.

vibrantfiber.com

COMMUNITY POSTER SERIES | NO. 8

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