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New App Has Joggers Running for Their Life Against Russian Amur Tiger

By The Moscow Times

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Anyone with a running app on their smartphone will be able to part in the Tiger Challenge.

Competing against a tiger is not most people's idea of fun but wildlife conservationists have come up with a more attractive reason to "run for your life."

The Tiger Challenge website, set up by the World Wildlife Fund (WWF), allows runners to compare their achievements with those of an endangered Amur tiger living in Russia's Far East.

The tiger, which has been tagged with a tracking device, covers about 20 kilometers a day on average, the WWF said on the Tiger Challenge website.

Anyone with a running app on their smartphone can take part in the challenge by registering online, where users can compare their daily, weekly and monthly performance with that of the tiger.

The aim of the project is to raise awareness of the endangered tiger species, and those taking part are encouraged to donate $5 to the fund should they lose the challenge, the WWF said Tuesday in a press release.

"The decline in the wild tiger population is a global issue. This is a positive and creative way to raise awareness of their plight. ... You get to race against this magnificent animal whilst simultaneously generating money to help protect it," said Yury Sochnev, head of marketing at WWF Russia.

According to WWF statistics, there are only about 450 Amur tigers left in Russia's Far East due to a combination of poaching, intensive farming, and competition for food.

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