

MSHCP Public Information & Education



Overview and History

The Mojave Max Education Program began under the umbrella of a conservation action to provide public information and education for the Clark County Desert Conservation Program (DCP).

Created by the DCP, and named through a school naming contest, the Mojave Max cartoon character was developed in 1994 and quickly became a Las Vegas icon. Additionally, a live desert tortoise named Mojave Max lives in a new habitat at the Red Rock Canyon National Recreation Area.



Figure 1 Mojave Max greets the students entering an assembly at Evelyn Stuckey Elementary School.



Figure 3 The Mojave Max mascot is a character that was created for public outreach and education purposes.

Mojave Max Emergence Contest

The Mojave Max emergence contest is the central element of the education program. The first Mojave Max emergence contest was held in 2000. Assemblies are held in various Clark County schools as a way of bringing education and awareness about the desert tortoise and the Mojave Desert to students.

The Mojave Max Emergence Contest allows contestants to enter a guess when they think the live Mojave Max will wake up from brumation in the Spring. The person who guesses as closely as possible to the correct day, hour, and minute when Max emerges from his burrow wins!

In 2012 a total of 3,813 people entered a guess as to when they thought Mojave Max would wake up from brumation. In 2013 a total of 5,295 guesses were received.

The 2013 contest winner was Kayla Marshall a 4th grader from Gehring Elementary School.

Kayla guessed that Max would emerge on March 14, 2013 at 1:43 pm. Max actually emerged on March 14th at 1:45 pm.

Mojave Max Assemblies

The Mojave Max Education Team conducted twelve assemblies at various Clark County Schools during the 2013 assembly season. Below is a list of schools where assemblies were conducted with the number of classes and students that attended.

- Bonner Elementary School - 6 classes, 108 students
- Duncan Elementary School - 12 classes, 276 students
- Roger Bryan Elementary School – 12 classes, 275 students
- Merryhill Elementary School - 10 classes, 152 students
- Booker Elementary School – 11 classes, 219 students
- Elise Wolff Elementary School – 7 classes, 163 students
- Bilbray Elementary School – 8 classes, 201 students
- Helen J. Stewart School – 7 classes, 38 students
- Whitney Elementary School – 11 classes, 274 students
- Stuckey Elementary School – 12 classes, 297 students
- Bruner Elementary School – 4 classes, 213 students
- Hummel Elementary School – 21 classes, 427 students



Figure 2 Commissioner Sisolak addresses the students at Hummel Elementary School

Clark County Commissioners Get Involved!

Clark County Commissioners often attend school assemblies that take place in their districts.

In 2013, Commissioner Giunchigliani attended the assembly at Helen J Stewart Elementary School located in her district., and Commissioner Sisolak participated in the assembly at Hummel Elementary School located in his district.

Just the facts ma'am...

Year	Number of Assemblies Conducted	Number of Students Reached	Number of Classes Reached	Number of Entries for Mojave Max Emergence Contest	Number of Hours Mojave Max Spent at Outreach Events
2012	12	3569	160	3,813	69
2013	12	2643	121	5,295	66

Winner's Field Trip to Red Rock Canyon

The winners of the Mojave Max emergence contest and their classmates get to participate in a field trip and pizza party at Red Rock Canyon National Recreation Area. Winners also receives a digital camera, a year-long pass to federally managed fee areas and a laptop computer!

In 2012 Quinton Larry from Nate Mack Elementary School won the Mojave Max Emergence contest and Kayla Marshall from Gehring Elementary School won in 2013.

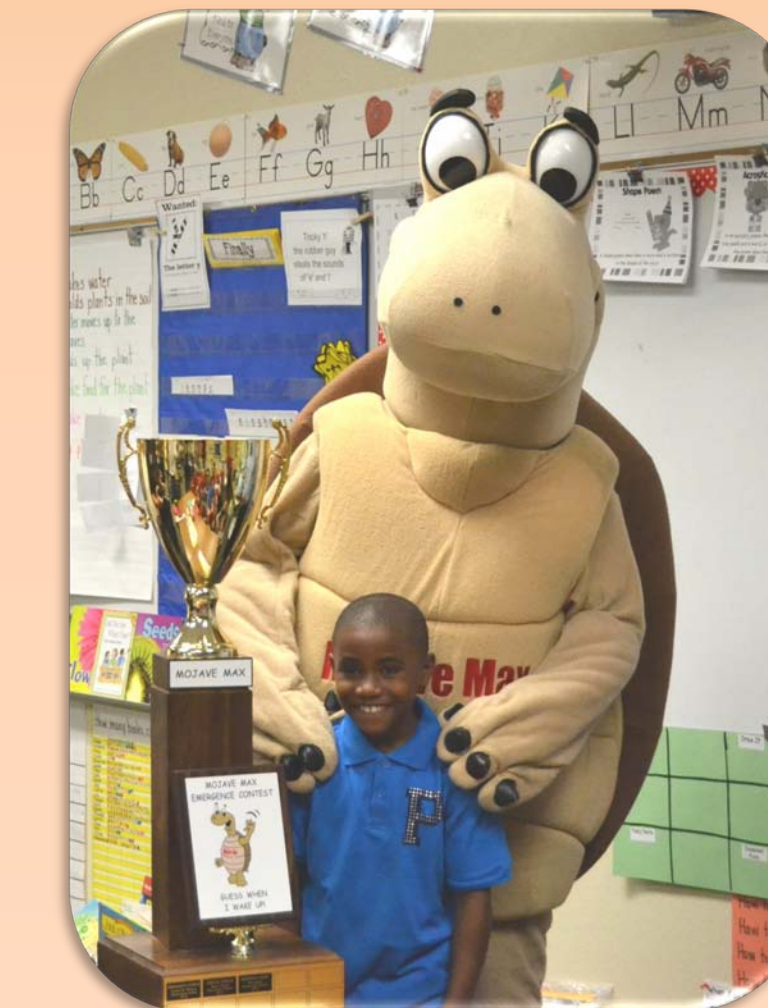


Figure 4 Quinton Larry of Nate Mack Elementary School who was the 2012 contest winner.



Figure 5 Kayla Marshall, the 2013 contest winner with her trophy.

Outreach Events

In 2012 Mojave Max participated in 45 outreach events and made contact with approximately 45,000 people. Max made appearances at the LV Science Fest, Max Watch and Butterfly Weekend to name just a few.

In 2013 Mojave Max participated in 32 outreach events and made contact with about 30,000 people. Here are a couple of the events that he went to and the number of people that attended:

Veteran's Day Parade	5,000
Christmas Parade	9,000

Mojave Max – The Mascot

The Mojave Max mascot became the "Spokestortoise" for the Clark County Desert Conservation Program in 1995.

Mojave Max is used to help share educational information about the Desert Tortoise – Nevada's state reptile, and a threatened species, protected under federal and state law.

Mojave Max has been telling people about native species, what they can do to protect their local environments, and how to safely enjoy nature.

Max has his own website: Mojavemax.com and his own Facebook page!

Mojave Max Website

Please visit Mojave Max's website at: www.mojavemax.com

Red Rock Canyon Interpretive Association – A Valuable Partner!

The DCP partners with Red Rock Canyon Interpretive Association (RRCIA) to bring the educational component of the Mojave Max program to various schools in the Clark County School District.

The mission of the RRCIA is to enhance the recreational, educational and interpretive programs of the Bureau of Land Management, and other governmental agencies, by providing materials and services to the public which promote an understanding, and appreciation of, the natural history, cultural history, and sciences of Southern Nevada and specifically, Red Rock Canyon National Conservation Area.

For further information

Please contact dcp@ClarkCountyNV.gov for more information or go to <http://www.clarkcountynv.gov/depts/dcp/Pages/default.aspx>

