

# MSHCP Public Information & Education



## Overview and History

The Mojave Max Education Program originated from one of the conservation actions in the MSHCP which was to provide public information and education.

Created by the DCP, and named through a school contest, the Mojave Max mascot was developed in 1994 and quickly became a Las Vegas icon. Additionally, a live desert tortoise named Mojave Max was being moved to a new habitat at the Red Rock Canyon National Conservation Area.

## 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 as to when they think the live Mojave Max tortoise will wake up from brumation. The student who guesses as close as possible to the correct day, hour, and minute when Max emerges from his burrow wins all sorts of prizes!

In 2013 a total of 5,285 people entered a guess as to when they thought Mojave Max would wake up from brumation. In 2014 a total of 4,589 guesses were received.

The 2014 contest winner was Peyton Burns a 1st grader from Faith Lutheran Academy.

Peyton guessed the exact date and time that Max would emerge which was on April 7, 2014 at 4:10 pm!



**Figure 1** A student wins a prize for guessing correctly on a quiz question at a Mojave Max assembly.

## Mojave Max Assemblies

The Mojave Max Education Team conducted twelve assemblies at various Clark County Schools during the 2014 assembly season. Below is a list of schools where assemblies were conducted with the number of classes and students that attended.

- Goolsby Elementary School - 7 classes, 140 students
- Ullom Elementary School - 6 classes, 123 students
- Ira J. Earl Elementary School - 5 classes, 144 students
- Lowman Elementary School - 17 classes, 465 students
- Wiener Elementary School - 10 classes, 238 students
- Sandy Valley Elementary School - 8 classes, 114 students
- Roundy Elementary School - 8 classes, 151 students
- Harris Elementary School - 4 classes, 98 students
- Carl Elementary School - 6 classes, 135 students
- Mendoza Elementary School - 3 classes, 84 students
- Somerset Academy - 5 classes, 127 students
- Variety School - 4 classes, 20 students

Commissioner Brager attended the assembly at Sandy Valley Elementary School located in her district.

...and Commissioner Giunchigliani participated in the assembly at Mendoza Elementary School located in her district.

## Winner's Field Trip to Red Rock Canyon

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

In 2013 Kayla Marshall from Gehring Elementary School won the Mojave Max Emergence contest and Peyton Burns from Faith Lutheran Academy won the contest in 2014.

**Figure 4** A photo of Comm. Brager, and the Burns family.



**Figure 5** Here's a photo of Peyton Burns, the 2014 contest winner, with her trophy.

## Outreach Events

In 2013 Mojave Max participated in 32 outreach events and made contact with about 30,000 people.

In 2014 Mojave Max participated in 34 outreach events and made contact with approximately 41,880 people. Here are just a few of the events that Max went to and the approximate number of people that attended:

Helldorado	5,000
GreenFest	200
LV Science Festival	8,500



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 Spent at Outreach Events
2012	12	3569	160	3,813	69
2013	12	2643	121	5,295	66
2014	12	6,500	286	4,589	103

## Our Partners

The Desert Conservation Program partners with Red Rock Canyon Interpretive Association (RRCIA) for administration of the educational components of the Mojave Max program to various schools in the Clark County School District.

The mission of 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](mailto:dcp@ClarkCountyNV.gov) for more information or go to <http://www.clarkcountynv.gov/depts/dcp/Pages/default.aspx>

## Mojave Max – The Mascot

Mojave Max became the official mascot 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.

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](http://Mojavemax.com), his own Facebook page, Twitter account and Instagram account!



**Figure 2** The Mojave Max mascot is a character that was created for public outreach and education purposes.

**Figure 3** Comm. Giunchigliani and Mojave Max



## Mojave Max Website

Please visit Mojave Max's website at:

[www.mojavemax.com](http://www.mojavemax.com) to learn more about Mojave Max and the emergence contest.

