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WWF

Symbol of the
World Wildlife
Fund - a
big panda.

The founders of Julian
Huxley

Max Nicholson

Peter Scott

Guy Montfort





1961



1961



1974



WWF™

1986



WWF™

2000

During the stay of Chi-Chi the panda at London Zoo, saw her one of the founders of the World Wildlife Fund - a scientist and animal artist Sir Peter Scott. He made a stylized portrait of a panda, and decided that the image of the good-natured, an animal in need of protection will be a wonderful symbol of the new fund.

