

Company Wins Right to Name New Species – GoldenPalace.com Makes History for Naming Monkey Species

LA PAZ, BOLIVIA – (SEND2PRESS NEWSWIRE) – Internet casino GoldenPalace.com has come forward as the generous bidder who recently paid \$650,000 in an auction hosted by www.charityfolks.com for the right to name the new species of monkey discovered in western Bolivia's Madidi National Park by Dr. Robert Wallace of the Wildlife Conservation Society.



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Caption: The GoldenPalace.com Monkey, AKA Callicebus aureipalatii (latin for Golden Palace), a new monkey species whose naming rights were obtained by Internet casino GoldenPalace.com.

It's a dream of all scientists to name a new species and achieve "scientific immortality," but Dr. Wallace relinquished that right for the sake of conservation, as he viewed the auction as an opportunity to raise funds and awareness for South America's poorest nation. The auction exceeded everyone's goals and attracted worldwide interest with bids from more than a dozen countries, proving that creating a lasting legacy is an innate universal ambition.

GoldenPalace.com's significant donation will go to FUNDESAP, the Bolivian organization responsible for helping manage the Madidi National Park. The

funds will help maintain the monkey's home, which as one of the most bio-diverse parks in the world contains a stunning array of habitat types – from lowland forests to alpine meadows surrounded by glaciers – all in an area about the size of New Jersey. “We thought it was amazing. In Bolivia, the interest from that much money will pay for seven park guards for ever,” said Adam Felton, whose son and daughter-in-law helped Dr. Wallace discover the new species.

GoldenPalace.com has announced that the common name, or name that people will use to refer to the new species, will be “GoldenPalace.com Monkey;” the species' formal Latinized name will be *Callicebus aureipalatii*.

“We are delighted that Madidi National Park has received such a generous donation,” John Calvelli, WCS senior vice president for Public Affairs. “This significant contribution will go a long way in safeguarding the new monkey's habitat. We extend our thanks to CharityFolks.com and the winning bidder.”

“We are happy to have this opportunity to help out a very worthy cause,” said GoldenPalace.com CEO Richard Rowe. “This species will bear our name for as long as it exists. Hundreds, even thousands of years from now, the GoldenPalace.com Monkey will live to carry our name through the ages. Naming this species has bought us scientific, as well as virtual immortality.”

GoldenPalace.com has created a special website – www.GoldenPalaceMonkey.com – where people join in their efforts to support Madidi National Park and protect the casino's new mascot. 100% of the proceeds generated from these efforts will go to preserving the monkey's natural rainforest habitat so the species can thrive and prosper forever, a testament to GoldenPalace.com's commitment to conservation and this new species.

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