

Web Agency Cheeky Monkey Media's Adopt-a-Primate Initiative Going Bananas

Corporate social responsibility goes hand in hand when working with Cheeky to evolve client's web presence



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Cheeky Monkey Media's Adopt-a-Primate Initiative is Going Bananas

Cheeky Monkey Media, a web development and design agency helping organizations maximize the value from their websites, is spending more time than usual fulfilling their pledge to support Primate rescues with each client website launch, under their Adopt-a-Primate initiative. "We pledged to become a primate guardian with each client site launch valued at \$10,000+ ". Each time Cheeky Monkey Media adopts or becomes a co-guardian of a primate to celebrate a client's site launch, they choose a highly reputable, nonprofit rescue sanctuary to support; one who is also helping to protect the planet we all share.

Since its inception on Earth Day 2021, Cheeky Monkey clients have been loving the initiative, as they can participate in acts of corporate social responsibility seamlessly, when working with the digital agency to evolve their web presence.

Within the last month alone, there were multiple client site launches that met the adoption criteria, including [National Advisory Committee on Blood and Blood Products \(NAC\)](#), PPRP (both associated with [Canadian Blood Services](#)), and [ELI Pro Bono Clearinghouse](#). Leading up to Earth Day 2022 (April

22), there are a “bunch” more client websites scheduled for launch that will benefit from Cheeky Monkey’s financial support of the initiative.

As nonprofit organizations make up a significant chunk of Cheeky Monkey’s client base, there was no hesitation on their part to support the incredible impact these nonprofit rescues have on the earth and its inhabitants.

“The most obvious reason why Cheeky Monkey chose such a great cause to bring attention to is that our Monkeys love supporting monkeys! Doing our part to help save the planet meant helping our closest relatives - primates”, Rick Bjarnason, Founder, and President explains.

But the most important reason: They want to help rescue sanctuaries like [Primate Rescue Center](#) and [Jane Goodall Institute Canada](#) (or the [US Institute](#)) educate the public about the largely secretive and cruel primate trade, with the hope of collectively helping these rescues shut that trading industry down.

Reasons why rescue sanctuaries exist:

- Unscrupulous breeders and dealers continue to sell baby monkeys to those who inevitably learn that they’re unable to provide those animals suitable lifetime care
- Research laboratories quietly dump their unwanted animals after their experiments are finished or their grant money runs out
- The entertainment industry unload the animals when they become too big to safely handle
- Zoos and other exhibitors quickly cast off their “surplus” primates when they run out of cage space, or deem that the public would prefer to see other species.

If you would like to support their initiative and the rescue sanctuaries through a web project with Cheeky Monkey Media, [contact them here](#).

About Cheeky Monkey Media

Focused on extending the life, value, and return of client websites, our motivated team of website developers, creative designers, and digital marketers have spent more than 200,000 hours working diligently to provide top-quality web services to help clients kick butt online.

We help clients manage the evolution of their digital presence and maximize the value of their websites through ongoing web development and maintenance services. At the end of the day, we give our clients peace of mind, knowing that their needs are being handled by an experienced and dedicated team.

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