

DESIGN DIRECTION 1

Wait Screen with Copy Option 1

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Please enjoy this important message while we prepare to stream cuteness.

CUB CAM

360° CUTE

FROLIC

SNUGGLE

Video FAQ

Soft and furry mascot.
HARD AND FAST IDEALS.

We don't track you. We don't make money off of you. We're a non-profit that always puts *you* first.

SHARE METER
Help us spread the word by sharing the cuteness.

Twitter » Facebook »

Firefox is made by a
NON-PROFIT,
so we're not only good for the world wide web, we're good for the whole wide world.

Support KNOXVILLE ZOO
Help them help the cubs grow up. (We wish they'd stay little forever too, but that is the way nature works.)

Follow us @CUBCARETAKER
Snowy day here in knoxville- the zoo is closed, but you can check out the pandas in the snow on the "gnaw" & "Snooze" cams!
less than a minute ago

The cubs have been extremely interested in zoo visitors this morning, much to the delight of anyone who came by the nursery.
1 day ago

View more tweets Follow @cubcaretaker

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KNOXVILLE ZOO TENNESSEE Support »

DESIGN DIRECTION 1

Cub Cam Description with Copy Option 3

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CUB CAM
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FROLIC
SNUGGLE
Video FAQ

Cub Cam "Snuggle"
Awww. You might be witness to some rock star napping.

OUR MISSION IS JUST AS ENDEARING AS OUR MASCOT.

We're here to ensure the Web remains an open, safe and transparent resource for the good of humanity. Join us.

SHARE METER
We're a non-profit organization, so we need your help spreading the word.

Twitter » Facebook »

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Snowy day here in knoxville- the zoo is closed, but you can check out the pandas in the snow on the "gnaw" & "Snooze" cams! [less than a minute ago](#)

The cubs have been extremely interested in zoo visitors this morning, much to the delight of anyone who came by the nursery. [1 day ago](#)

View more tweets Follow @cubcaretaker

VIDEO SCRIPT

<Firefox Logo>

Much like these endangered cubs, the web needs protecting.

So it remains an open, transparent, safe resource
for the good of humanity.

Rather than a playground for big business.

As a non-profit, we're the only browser that can help.

Help us by spreading the word.

Thank you.

<Firefox Logo>

DESIGN DIRECTION 1

Overlay Copy for Non-Firefox Users

