



Welcome to March Mammal Madness!

What is March Mammal Madness?

Inspired by (but in no way affiliated with or representing) the NCAA College Basketball March Madness Championship Tournament, March Mammal Madness is an annual tournament of *simulated* combat competition among animals. It is organized by Dr. Katie Hinde at Arizona State University, and animal lovers from all over the world participate every year. Scientific literature is used to support likely outcomes of the two species' attributes within the battle environment. Attributes considered in calculating battle outcome include temperament, weaponry, armor, body mass, running speed, fight style, and motivation.

Through the scientific information embedded in the bout descriptions, participants are educated about inter-species interactions, the importance of ecological context, how natural selection has shaped adaptations, and conservation management of endangered species.

How do I participate in March Mammal Madness at Galesburg Public Library?

To be a part of March Mammal Madness at Galesburg Public Library, simply fill out your bracket by predicting which animal you think will win in each simulated battle. As you fill it out, keep in mind that the scientific experts who run March Mammal Madness are taking into account a lot of factors about each animal. Upsets can and do occur! Injuries can carry to the next round (just like in basketball) and hiding or running away counts as a forfeit.

Once you've filled out your ballot, return it to the library by March 8th at the latest. You can snap a picture of your ballot and email it to children@galesburglibrary.org, or call 343-6118 (x7) and make arrangements to drop it off at the library.

The competition starts on March 8th, with simulated "battles" taking place through the championship on March 31. Animal experts and scientists from around the country will narrate the matches and announce the winners in each match-up. Scoring occurs at the end of the tournament, points allocated as follows:

- Wild Card = 1 point
- Round 1 = 1 point each
- Round 2 = 2 points each
- Round 3 = 3 points each
- Round 4 = 5 points each
- Round 5 = 6 points each
- Champion = 13 points

We will tally up points for all GPL participants, and the participant with the highest point total at the end of the competition will win a \$5 gift card to Wordsmith Books. We'll also enter all participants into a raffle for another \$5 Wordsmith gift card.

How do I follow along and see which mammals win each battle?

You may choose to receive optional weekly email updates from our own in-house animal expert Ms. Meghan, who will summarize the previous week's battles and keep you posted on standings. To sign up for these emails, simply include your email address on your bracket.

Don't want to sign up for weekly emails? You can follow along with all the official March Mammal Madness action on your own, here:

Official Twitter account: <https://twitter.com/2021MMMletsgo> and

Official Facebook account: <https://www.facebook.com/MammalMadness>

March Mammal Madness website: <https://libguides.asu.edu/marchmammalmadness>