



NEWS RELEASE

For Immediate Release

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Friends of the Zoo Launch Conservation Fundraising Effort in Honor of Zoo's Centennial

Funds raised to benefit conservation of animals in the wild

Syracuse, N.Y. (June 30, 2014) – In celebration of the Rosamond Gifford Zoo's centennial, Friends of the Rosamond Gifford Zoo has launched a special fundraising effort, "100 Cents for 100 Years: Conserving Endangered Species," to support conservation of animals in the wild.



Zoo guests may make a minimum \$1.00 cash donation each time they visit the zoo, in honor of its many decades. For each dollar donated, guests will receive a unique zoo wrist band (see photo) to spread awareness in the community and physically demonstrate their support of the zoo's centennial and Friends of the Zoo's conservation fundraising effort. Through their donations, guests will support critical conservation efforts; projects important to the zoo and for the animals under its care.

Funds raised will be divided between global in situ (range countries) conservation programs supported by the zoo for four endangered species currently part of its collection: Amur tigers, Asian elephants, Humboldt penguins and snow leopards. More than 90 percent of Amur tigers are found in Russia, with a reduced population of approximately 5,000 to 7,000 in the wild. Found in Southeast Asia, the Asian elephant is threatened by extinction in the wild, with an estimated population of less than 33,000 individuals. Humboldt penguins live along the coast of Peru and Chile in the Humboldt Current, with an estimated 10,000 to 12,000 surviving in the wild. Native to Central Asia, there are an estimated 6,000 snow leopards found in the wild across 12 countries, with numbers gradually declining.

“Our zoo’s centennial is not only a time of celebration, it also serves as a platform for the greater good. ‘100 Cents for 100 Years’ supports conservation efforts in the wild, demonstrates the positive evolution of zoos since our founding and their responsibility in the modern world,” says Janet Agostini, president, Friends of the Zoo. “It is unimaginable to think that there are fewer Asian elephants in the wild than seats in the Carrier Dome. As a first-time effort, we are optimistic that our guests will be generous with their donations. No matter how much we raise, it will be a wonderful gift to projects benefitting conservation efforts of these animal species in the wild.”

Donations will be accepted at and bracelets will be distributed through the zoo’s membership desk during regular zoo hours. Additional donation areas will be available on-site during zoo events now through the end of the year.

An update on funds raised through “100 Cents for 100 Years: Conserving Endangered Species” will be provided at the conclusion of 2014. Visit rosamondgiffordzoo.org/100-cents-for-100-years.

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Founded in 1914, the Rosamond Gifford Zoo at Burnet Park is among the top 10 percent of zoos in the country as an accredited member of the Association of Zoos and Aquariums and is dedicated to connecting people to the natural world by providing engaging guest experiences, exceptional animal care, and unparalleled conservation education.

The zoo actively collaborates with Friends of the Zoo to provide its guests “the best day ever,” ensuring experiences that excite, memories that endure, and knowledge that inspires worldwide conservation.

The Rosamond Gifford Zoo is open daily from 10:00 a.m. to 4:30 p.m. Admission is \$8 for adults (19-61), \$4 for youth (3-18) and \$5 for seniors (62+). Children two and under are free. For more information, call the zoo at (315) 435-8511 or visit rosamondgiffordzoo.org.

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www.rosamondgiffordzoo.org

County Executive, Joanne M. Mahoney • Commissioner of Parks & Recreation, Bill Lansley
Rosamond Gifford Zoo Director, Ted Fox • Friends of the Zoo President, Janet Agostini

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