

knows how important zoos are to the well-being of communities and believes that zoos provide peaceful gathering places for residents to enjoy nature and connect with our shared environment. Macy's is committed to contributing to a healthier, more vibrant place to live. Purchase your \$5 voucher today and shop at Macy's on April 25th!

A Long History of Conservation Dr. Henry Nehrling, founder of the botanical garden in 1919, wrote earlier "It is high time to protect and preserve what is still left in Florida." Zoo founder Lawrence "Jungle Larry" Tetzlaff's often stated "Conservation is the name of the game" phrase published in 1970 welcomes Zoo guests on a sign near the entrance. And down to the present day, the Zoo's guiding theme is that "all of us have great power to change the future for people and animals by what we purchase, how we live, and whom we support." In addition to breeding of endangered species and visitor education, Naples Zoo supports a variety of efforts around the world from education programs in Africa to endangered species protection in Asia.

Conservation with Every Admission & Button Purchase A 25 cent conservation fee on each ticket goes to the Naples Zoo Conservation Fund. Zoo guests also receive a tiger button when they donate an additional dollar or more to the Fund to support research, wildlife management projects, habitat protection, and conservation training.

Plush Primates & Predators For years, Naples Zoo has donated 5% of the retail price of plush toy monkeys and big cats sold in The ZOO Gift Shop to conservation in the wild. On January 1, 2008, the Zoo doubled the funding amount to 10% to better help lemurs in Madagascar, lions in Africa, and tigers in Asia.

Naples Zoo is a 501(c)(3) nonprofit organization cooperating in conservation programs both in and outside the wild for endangered species. Daily presentations include Alligator Bay Feeding, Meet the Keeper Series, Snake Sunbathing along with two premiere presentations: Planet Predator and Serpents: Fangs & Fiction. Both of these feature shows take place in the Safari Canyon Theater where guests see live animals from feline predators to venomous snakes along with exciting video footage. On Sundays, the Tropical Plant Trek offers guests a guided tour in the historic botanical garden guided by the Zoo's botanist Dr. Jan Abernathie. And one of the zoo's most popular activities is the Primate Expedition Cruise where guests embark on a guided cruise through islands inhabited by monkeys, lemurs, and apes.

The all day pay-one-price ticket includes admission to both the nationally accredited zoo and historic garden along with all shows, tours, exhibits, and the boat ride. (\$19.95 adults age 13+/ \$11.95 children 3 to 12, under 3 free. Children under the age of 16 must be accompanied by an adult at least 18 years of age). **Annual memberships and discount tickets are also available online at www.napleszoo.org.** Visitors enjoy healthy meals at the SUBWAY® Cafe and shop for wild gifts at tame prices in The ZOO Gift Shop. Naples Zoo welcomes guests daily from 9:00 to 5:00 with the last ticket sold at 4:00 and is located at 1590 Goodlette-Frank Road across from the Coastland Center mall in the heart of Naples. To learn more, click www.napleszoo.org or call (239) 262-5409.

Print Quality Zoo Images available for immediate download at www.napleszoo.org/press

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www.napleszoo.org
(239) 262-5409 ext 122

