



From Tim Tetzlaff, Naples Zoo Director of Conservation & Communications

8 April 2011

News Release: For Immediate Release

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Party for the Planet™ at Naples Zoo on April 30

Zoo will Plant A Tree for Each Child Visiting with Free Child Coupon from www.napleszoo.org

Naples, FL - Naples Zoo at Caribbean Gardens is joining with over 100 accredited zoos and aquariums across the nation to Party for the Planet™ in celebration of Earth Day -- creating the largest combined Earth Day celebration on the continent! On April 30th at Naples Zoo, kids will receive free conservation focused gifts from participating partners. Conservation-based groups from around SW Florida as well as local businesses with a green focus will be on-site to share ways to be more Earth-friendly. Plus volunteers from Kohl's Cares Associates in Action community program will help guests enjoy a conservation-focused scavenger hunt throughout the gardens with a chance to win a free family or grandparent Zoo Membership! And when families use a money-saving coupon valid for a free child admission with each paid adult (limit 2 kids with 2 adults) from www.napleszoo.org, the Zoo will plant 1 tree in the Americas, Africa, or Asia for each child in the group.

This year's Party for the Planet™ celebration features lots of fun activities for the kids.

Conservation Station: Learn how state and regional parks and other organizations help protect our environment. With interactive booths, everyone will discover how we can help!

Nature's Mall: What we purchase can play a major role in protecting our environment. Meet eco-friendly businesses to see how to be a greener consumer.

Zoo Town for Kidz: Good, green fun is what Zoo Town is all about. Come and enjoy eco-friendly arts, crafts, and games in this fun-filled area.

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 before the Endangered Species Act was passed) 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



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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 Naples Zoo was one of the first Zoo's in the nation to implement a Quarter for Conservation as part of each paid ticket. All monies are restricted to the Naples Zoo Conservation Fund to fund projects in the wild.

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. Back 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.

Tree Planting Starting in autumn 2009, Naples Zoo began planting trees in Africa, Asia, and the Americas to offset its environmental impact. The Zoo also began planting one tree for each child and chaperone visiting on a field trip to the Zoo. The same is done for every guest taking part in a corporate event like a company picnic or evening party in RainForest Grove. By the end of the first quarter in 2011, the Zoo had funded the planting of over 100,000 trees.

On-Site Green Initiatives Naples Zoo switched from golf carts to bicycles for its keepers; serves and sells shade-grown coffee; recycles and has recycling for Zoo guests; irrigates with reclaimed water; uses programmable thermostats to save energy; prints its brochures, maps, and more on recycled or FSC certified papers; and more.

Naples Zoo is a 501(c)(3) nonprofit organization. Daily presentations include Alligator Bay Feeding, Meet the Keeper Series, and *Jungle Larry™ and Safari Jane's™ Snakes Alive!* Guests also enjoy two premiere presentations in the Safari Canyon theater where they 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. 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 the free child coupon for Party for the Planet are also available online at www.napleszoo.org.** Visitors enjoy healthy meals at *Wynn's at the Zoo* 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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