



# BAMBOO FOREST RESERVE

Woodland Park Zoo's new Asian tropical forest exhibit complex



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# BAMBOO FOREST RESERVE

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## Exhibit Overview

Enter the tropical forests of Asia and be immersed in the sights, sounds and smells of a forest teeming with life—endangered turtles, colorful songbirds, squealing small-clawed otters, foraging sloth bears and tigers playing and soaking up the afternoon sun.



People who experience such wonders of nature are inspired to save it. That's the power of Woodland Park Zoo's Bamboo Forest Reserve.

Three times the size of the outdated, 1950s-built exhibits that critically endangered tigers and sloth bears formerly inhabited at the zoo, this new, multidimensional space will inspire delight and discovery in visitors, and engage them personally in conservation. The zoo animals' exemplary new living spaces will be the centerpiece of a lush nature trail exhibit that evokes the forests of tropical Asia—where the boundaries between human settlement and untamed nature collide, and the need to share the forest becomes urgent, hopeful and clear.

The exhibit theme, "Sharing the Forest: People are the Conservation Solution," is the story of the fragile forest ecosystem upon which animals *and* humans depend. Layers of forest canopy, sun-dappled brooks, rocky outposts, and grassy knolls will cater to the animals' needs while allowing visitors to engage all their senses in the treasured forest landscapes that need our protection.

Immersing visitors intimately in a forest world, the Bamboo Forest Reserve will feature up-close animal encounters, a hands-on conservation action center, a kid's nature play area and one-on-one encounters with zookeepers. Much more than an exhibit, this living classroom will use hands-on and up-close experiences to give the zoo's 1.2 million annual visitors the inspiration and tools needed to take conservation action *now* and help preserve the wonders of wildlife.

**Exhibit Public Opening** *Phase One:* May 4, 2013

**Location** Part of the zoo's Tropical Asia bioclimatic zone

**Size** 2 acres

**Animals** Asian small-clawed otters, Nicobar pigeon, collared finchbill, white-rumped shama thrush, great argus, red-billed leiothrix, Malayan tigers and sloth bears (phase 2).

**Project Cost** \$19.6 million, part of zoo's More Wonder More Wild Campaign

**Exhibit Designer** Studio Hanson/Roberts

**Project Manager** Monica Lake, Woodland Park Zoo

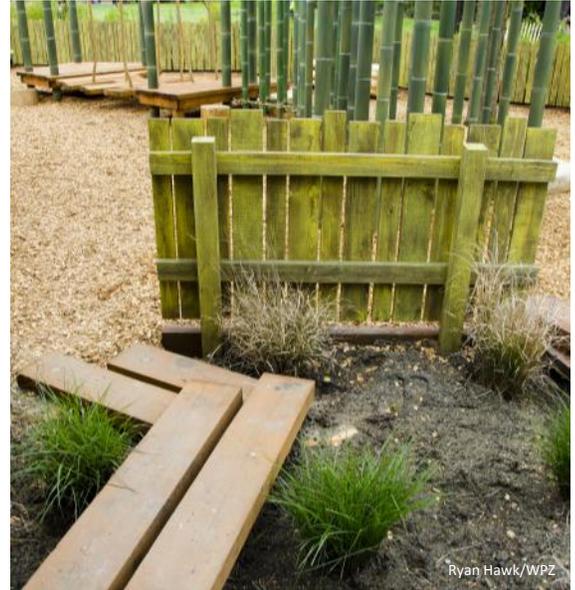


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Phase One Exhibit Features — Opening May 4, 2013

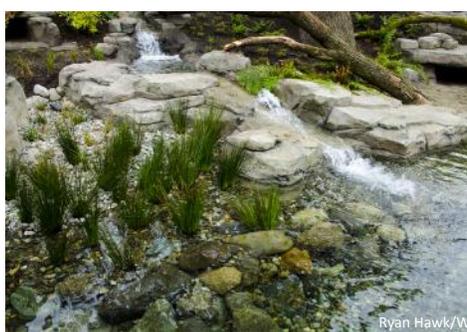
### KIDS' NATURE PLAY AREA



Specially designed with early learners' needs in mind, this active area will spark a sense of wonder in young visitors and develop their mental and motor skills through full-bodied play.

Young explorers will learn about the forest through joyful nature play—balancing on logs, crossing a wobble bridge, flying along a mini zipline—all safely designed to stimulate development while setting the scene of a conservation field site where boundaries between humans and wildlife collide.

### ASIAN SMALL-CLAWED OTTERS



A splashing, almost musical stream leads you to a dynamic pair of the smallest otter species in the world, running, hunting for fish, grooming and tumbling over each other, cavorting in a marsh or on the beach. This charismatic species is new to Woodland Park Zoo.

The otter exhibit is the first animal area visitors will encounter when entering the exhibit complex—a fitting introduction to the wildlife of tropical Asia as the otter is considered a conservation indicator species, its survival so dependent on the health of the forest and interconnected waterways.



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### Phase Two Exhibit Features

#### SLOTH BEARS

Imagine: all that separates you from a foraging sloth bear is a grove of stalks. This innovative containment features steel pipes mimicking bamboo on the bears' side, securely yielding to the real thing on the visitors' side.

You'll see, hear, and smell the lively sloth bears as they interact with state-of-the-art enrichment opportunities throughout the new exhibit. They'll use their sense of smell and dexterity to retrieve food hidden in digging pits, crack into marrow as they break open bones in a specially designed bone-breaking pit, slurp grubs out of logs in their dry ravine landscape and put their vacuum-like eating style to work at a keeper-assisted feeding demonstration.



#### MALAYAN TIGERS



Get closer to tigers than ever before at Woodland Park Zoo. See the natural instincts of these animals kick in when they interact with enrichment opportunities that allow them to stalk “prey” as they chase a lure line that runs through the exhibit, jostle trees to retrieve snacks, and track live fish in a shallow pool.

Let the state-of-the-art acoustic engineering transport you with the symphonic sounds of the forest. As you stand under the roots of a Banyan tree that bridges the divide between visitor and animal spaces, get close enough to hear even the minutest sounds of the tiger—breathing, coughing, purring, licking and deep rumbling.

At the training wall, visitors will have the unforgettable opportunity to observe zookeepers work one-on-one with our Malayan tigers and sloth bears. These training presentations will get visitors closer to live predators than at any other exhibit at the zoo, and provide insight into how the zoo safely cares for such large and dangerous animals.



## BAMBOO FOREST RESERVE

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### Phase Two Exhibit Features (continued)

#### CONSERVATION ACTION CENTER

Woodland Park Zoo's commitment to tigers and the diverse Asian forests they represent goes beyond the walls of the zoo and extends to field work in Asia where the survival of a species hangs in the balance.



To connect the zoo's 1.2 million annual visitors with real opportunity to make a difference in Asia, Woodland Park Zoo's Bamboo Forest Reserve will serve as a conservation headquarters, bringing to life for zoo visitors how the zoo's Asian field conservation partners and local communities are saving wild animals and habitats.

Keepers, docents and conservation scientists will talk excitedly about tiger research and conservation at the Conservation Action Center as children pepper them with questions. Hands-on activities and high tech devices engage visitors year-round in compelling stories about saving endangered forest species, offering ways to take action *right here, right now*.



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## Innovations in Exhibit Design

### TRAINING WALLS

From tiger and bear training sessions led by a zookeeper that give visitors a glimpse into how the zoo cares for such massive species, to a Conservation Action Center that provides visitors with a way to take real action to make a difference for these animals and the forests that depend on them, the new exhibit complex is designed to bring visitors closer and feel more connected than ever to these magnificent animals.

### ANIMAL ENRICHMENT

See the natural instincts of these animals kick in when they interact with enrichment opportunities throughout their exhibits. Current concepts in the exhibit design will see tigers stalk “prey” as they chase a lure line that runs the length of the exhibit, jostle trees to retrieve snacks, and track live fish in a shallow pool. Sloth bears will use their sense of smell and dexterity to retrieve food hidden in digging pits. They will eat marrow from bones they break open in a specially designed bone-breaking pit, slurp grubs out of logs and put their vacuum-like eating style to work at a keeper-assisted feeding demonstration.



Keith Lovett, Palm Beach Zoo



Keith Lovett, Palm Beach Zoo

### SOUNDS OF THE FOREST

To take immersion to the next level, entering the lush tropical landscape of this exhibit complex will more than engage your senses of sight and smell, but also will draw you in with the symphonic sounds of the forest. Through state-of-the-art acoustic engineering, visitors will be surrounded by the real sounds of flowing water, wind blowing through bamboo thickets, and even the minutest sounds of the animals—breathing, coughing, purring, licking, eating and deep rumbling.

### CONSERVATION HEADQUARTERS

Woodland Park Zoo's commitment to tigers and the diverse Asian forests they represent goes beyond the walls of the zoo and extends to field work in Asia where the survival of a species hangs in the balance. To connect the zoo's 1.2 million annual visitors with real opportunity to make a difference in Asia, Woodland Park Zoo's new exhibit complex will serve as a conservation headquarters, bringing to life for zoo visitors how the zoo's Asian field conservation partners and local communities are saving wild animals and habitats. At the exhibit's Conservation Action Center, visitors can take actions that make a difference, whether by taking the Tiger Pledge, supporting the zoo's tiger conservation program, or learning about smart consumer choices that protect forest habitat here and around the globe.



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### Saving Tigers and Their Forests

*A world without tigers? Not if we can help it!*

A century ago, 100,000 tigers roamed the forests of Asia. Today, scientists estimate only 3,200 tigers remain and as few as 500 Malayan tigers are left in the wild.

#### NEWS FROM THE FIELD

Woodland Park Zoo's Partners for Wildlife initiative is joining forces with Panthera, renowned for its leading conservation programs and significant field experience with large cats, to immediately address the plight of endangered tigers in Peninsular Malaysia. Because of your support, Woodland Park Zoo and Panthera are working with in-country counterparts to establish a series of critical field projects that focus on the Greater Taman Negara region of central Malaysia and providing an annual contribution of \$100,000 per year for ten years toward in-country tiger conservation.



The continued loss and fragmentation of forests across tropical Asia and high levels of poaching threaten tigers and Asian bears with extinction. Scientists estimate that tigers may disappear completely from our world heritage within two decades. That's not all. We humans also will lose precious forest resources on which the health of our planet depends.

#### ***Don't take pity. Take action.***

A recognized leader in innovative naturalistic exhibitory, Woodland Park Zoo will use innovative, hands-on education techniques in the new tiger and sloth bear exhibit complex to spread awareness of these conservation issues and engage millions of people in saving the wild animals and habitats we all love. For now. For the future.

Modeled on the theme "Sharing the Forest: People are the Conservation Solution," the zoo's new tiger and sloth bear exhibit complex presents the urgent conservation issues of habitat degradation, poaching for the illegal wildlife trade, and human-wildlife conflict to visitors, and promotes a sense of hope thanks to the conservation successes in the field that will be brought to life within the exhibit. Feeling part of the solution, visitors will take action inside the exhibit's Conservation Action Center where they can take a pledge to protect forests here and around the world on which wildlife like tigers depend. To show how local actions have global impact, the exhibit will draw parallels between the benefits of saving tigers in Asia and conserving cougars and wolves in North America, encouraging local-minded actions that will serve as a model for global attitudes.

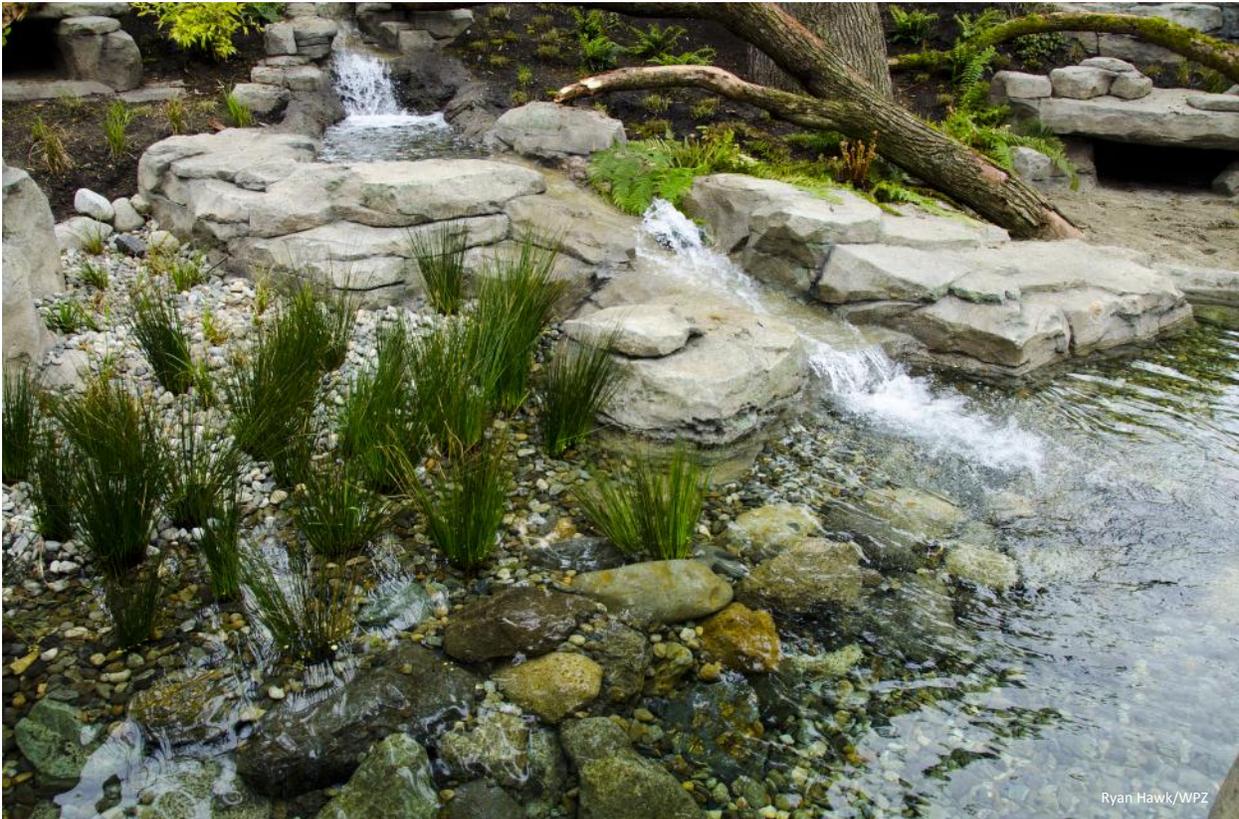


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### Designed With Nature in Mind

Forests are the lungs of the Earth. Green practices in these exhibits will save some 200,000 pounds of carbon emissions annually—the equivalent of planting 30 acres of forest!



### SUSTAINABLE WATER USE

Woodland Park Zoo designs with the environment in mind. Continuing the innovative filtering techniques used at the zoo's award-winning Humboldt penguin exhibit, water features and systems in the new exhibit complex will be based on the principles of biomimicry by which streams and ponds are filtered naturally through a series of settling ponds and constructed wetlands. These systems are at the forefront of sustainable design and conservation strategies in the Pacific Northwest, replacing the inefficient practice of dumping and refilling water features.

### CARBON NEUTRALITY

With the addition of a Conservation Action Center and an interpretive building for school and private programs, the zoo is investigating strategies to mitigate the additional carbon footprint of these buildings, aiming to achieve carbon neutrality over the life of the exhibit. The zoo is also looking to reduce energy consumption in the current felines building and other holding areas in the exhibit complex by choosing more efficient lighting and heating strategies.



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### Animal Fact Sheet: Malayan Tiger (*Panthera tigris jacksoni*)

#### Range and habitat

The Malayan tiger is endemic to southern and central Malay Peninsula. This includes only peninsular Malaysia and its border area with the southern tip of Thailand. On the Malay Peninsula, streams and rivers cut through vast tropical and sub-tropical rain forests which extend from lowlands to over a mile high. The heat, humidity and rainfall promote high diversity of life including many tiger prey species. While mangrove swamps line the west coast of the peninsula, the Malayan tigers mostly inhabit the lowland forests.

#### Physical description

Length from head to tail: 7 - 8 feet (2 - 2.4 m). Adult weight: average male 260 pounds (118 kg); female 220 pounds (100 kg)

#### Life expectancy

In the wild around 15 years ; 18 to 20 or more in zoos.

#### Diet

**In the wild:** Carnivorous. The prey base in the Malay Peninsula includes sambar and barking deer, wild boar and bearded pigs, sun bear, tapir, elephant calves and domestic livestock. **At the zoo:** Meat from beef, mutton, chicken, rabbit; beef knuckle bones; commercially prepared feline diet.

#### Hunting - Built to kill

Tigers possess excellent hunting characteristics. Longer hind legs power long distance leaps and charges. Heavily muscled forelimbs and shoulders, and paws equipped with long retractable claws enable tigers to grasp prey. The tiger's weight combines with a charge's momentum to take down large animals. Powerful jaws and long canines deliver killing bites. Throat holds on bigger animals cause suffocation, while bites to the nape of smaller ones snap vertebrae. Tigers have keen eyesight and acute hearing useful in hunting during dawn, dusk or night. Tiger hunting strategy depends on stealth and dense cover. Superb striped camouflage combined with great patience and silent stalking allow a tiger to creep within 30 to 35 feet of prey. Tigers attain speeds of up to 35 miles an hour but are capable of short charges. The final lightening rush only results in success of one out of 10 to 20 attempts. After a kill, the tiger eats after dragging the carcass to a secluded area. Tigers can consume up to 90 pounds (41 kg) of meat; however, 36 pounds (16 kg) make an average meal. Afterwards, they cover the carcass to conceal it from scavengers, and return for later feedings. Sandpaper-rough tongues enable tigers to clean all flesh from bones. Typically, they make kills once or twice a week.

#### Conservation connection

All tigers are listed as endangered; as few as 3,200 tigers remain in the wild. Expansion of human activities, such as agriculture, logging, and road building, both reduce and fragment tiger habitat. Habitat loss reduces the tiger prey base resulting in increased human-tiger conflict. Persecution due to livestock loss, hunting for trophy items, and poaching for tiger parts seriously add to the problem. Body parts of more than 1,000 tigers entered the tiger parts trade in the past 10 years. Groups are taking action now to restore tiger habitat and reduce human-tiger conflict and poaching. Malaysia aims to triple the tiger population from the current 500 to 1,500 by 2020. Woodland Park Zoo will participate in the Association of Zoos & Aquariums' Species Survival Plan (SSP) for Malayan tigers. SSPs are cooperative breeding programs to help ensure genetic diversity and demographic stability of endangered species in North American zoos and aquariums. SSP programs also involve a variety of other collaborative conservation activities such as research, public education and international field projects.



Michael Kochmanski/Fresno Chaffee Zoo



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### Animal Fact Sheet: Sloth Bear (*Melursus ursinus*)

#### Range and habitat

Sloth bears are found in the lower elevations of Bangladesh, Bhutan, India, Nepal and Sri Lanka. Their habitat varies seasonally due to weather and climate; includes forests, grasslands, thorny woodlands and wet tropical regions.

#### Physical description

Adult male: up to 6.25 feet (1.9 m) long, up to 36 inches (92 cm) tall, 200-320 pounds (91-145 kg); adult female: 121-210 pounds (55-95 kg); females and males do not differ greatly in height or length.

#### Life expectancy

Life expectancy in the wild is unknown; up to 40 years in zoos.

#### Diet

**In the wild:** Sloth bears are omnivorous, but their diet depends greatly on the local habitat and season. Diet can consist of termites or other insects, grubs, raiding of cultivated crops, grass, honey, eggs, carrion, fruits, berries and flowers. **At the zoo:** Omnivore chow, insects, honey, browse, eggs, a wide variety of fruits and vegetables.

#### Sloth or bear?

These animals were initially classified as bear sloths, due to their slow gait and ability to climb trees. Not until 1810 did the classification change; for sake of simplicity, the name was switched to sloth bear. Sloth bears have a long, rough and shaggy coat of thick, reddish-brown to black fur. Similar to other species of Asian bears, they have a white or yellow mark on their chest shaped like a U, V or Y. There is little hair on their underbelly. Some sloth bears also have a white muzzle and white paw tips. Sloth bears prefer to forage at night, in a solitary fashion, when temperatures are cooler. However, females with cubs forage during the day, so as not to compete with other bears or nocturnal predators for resources.

#### Huff and puff!

Perhaps another reason that sloth bears were thought to be sloths was their massive consumption of insects, especially termites. Because termite and ant colonies are an abundant and consistent source of food for sloth bears, they are the only bear specifically adapted for feeding on insects. Sloth bears dig out insect mounds with their sharp, 3-inch (7.6 cm) long claws. Then, they blow away the dirt and debris with their long, mobile lips. Finally, with a huge breath, the sloth bear sucks out the termites. Since sloth bears lack their two front incisors and have a hollowed palate, they can quickly remove the insects like a high-powered vacuum. Sloth bears also love honey, and they will easily climb up to 26 feet (8 m) into the trees or hang from branches to raid honeycombs.

#### Conservation connection

Sloth bears are an endangered species. Less than 10,000 remain in the wild. Their survival is challenged by fragmented populations, competition with other animals (particularly humans) for space and food, deforestation, and the bear parts trade for use in traditional Asian medicines. Although protection has improved for sloth bears, some Asian countries still allow hunting of sloth bears and unrestricted trade of bear parts. Even in the USA, some states allow the sale of bear parts taken through hunting. For all bears, their long-term survival requires large, remote and protected areas of habitat, together with the elimination of the bear parts trade. The Association of Zoos & Aquariums (AZA) has a Species Survival Plan (SSP) for the sloth bear. The SSP is developing an *in situ* conservation program for the sloth bear, as well as sponsoring participation in bear research programs. Woodland Park Zoo participates in 72 SSP captive breeding programs and research.



Dennis Dow/WPZ



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### Animal Fact Sheet: Asian Small-Clawed Otter (*Aonyx cinerea*)

#### Range and habitat

The Asian small-clawed otter ranges throughout India, Indonesian islands, Malaysia, Southeast Asia, Taiwan, southern China and Palawan in the Philippines. While most inhabit tropical or subtropical regions, others live in submontane streams in the Himalayan foothills. They use natural habitats of ponds and lakes, rivers and streams, coastal tide pools and estuaries, freshwater and mangrove swamps, and also human habitats, especially rice fields.

#### Life expectancy

In the wild up to 10 years; around 11 years in zoos.

#### Physical description

Length from head to tail: 2 – 3 feet (0.6 – 0.9 m); tail 8 – 12 inches (0.2 – 0.3 m); Weight: 2.2 – 11 pounds (1 – 5 kg)

#### Diet

Carnivorous. Invertebrates such as crabs, mollusks and snails comprise major food sources along with small fish and amphibians. Diet includes insects, birds and bird eggs, rodents, snakes and worms.

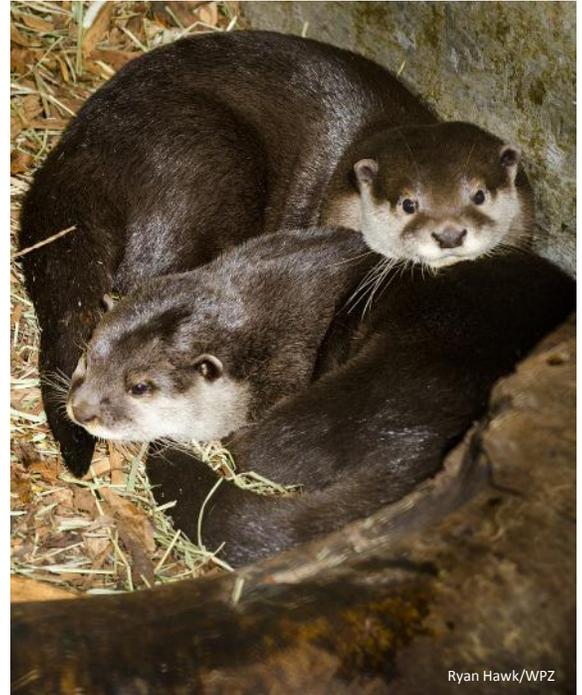
#### Lifestyle—Life in a lodge

A group of otters comprise a “lodge.” With large families, Asian small-clawed otters are more social than most otter species. They are also more vocal with at least 12 different vocalizations. Each whistle, buzz, twitter, chirp or staccato chuckle has distinct meaning, such as alarm, distress, greeting or mating calls. Otters live a high energy lifestyle. Very high metabolism rates help keep their bodies warm in cold water. This requires frequent eating and multiple hunting sessions each day. Otters are fast, flexible swimmers and can remain underwater 5 minutes or perhaps longer. Asian small-clawed otters prefer shallow waters where they probe in mud and under rocks for prey. Their long, sensitive whiskers and short but nimble fingers detect prey. Their large, broad back teeth crush hard shells of crabs and snails. Asian small-clawed otters spend more time on land than most otters. On banks or back at the den, they dry their fur by rolling or rubbing, groom to maintain the fur's insulation, and rest. Otters can be agile and quick on land, allowing them to flee to water for safety.

#### Conservation connection

Of the 13 species of otters, eight are either *Endangered*, *Vulnerable*, or *Near Threatened*; one is *Data Deficient*, with only four listed as *Least Concern* by IUCN Red List in 2011. With rapidly declining habitat, range and population, the Asian small-clawed otter moved from *Near Threatened* status in 2004 to the more serious *Vulnerable* category in 2008. The population in the wild is unknown with some estimates at 5,000 and others at far fewer. Once common, Asian small-clawed otters are locally extinct in Hong Kong, Singapore and India's Sunderbans and East Calcutta. While all otter species have “Protected Status” under Convention on International Trade in Endangered Species (CITES) and killing is prohibited in most range countries, enforcement remains very limited.

Habitat loss presents otters the gravest threat. As southern and southeastern Asian populations grow rapidly, human activities expand into otter habitat. Deforestation, drainage of wetlands and growth of plantations drastically reduce suitable habitat. Housing areas with accompanying sewage and trash, agriculture and aquaculture, plus industry and mining all introduce pollutants. Pesticides, heavy metals and widespread use of PCBs (an organic compound) seriously impact otter health. The otters' prey base also suffers and declines. Other otter species (smooth-coated, Eurasian and hairy-nosed) share ranges with Asian small-clawed otters, as well as many, many other endangered species including Malayan tigers and sloth bears.





## BAMBOO FOREST RESERVE

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### Animal Fact Sheet: Bamboo Forest Reserve Aviary

Enjoy exquisite avian diversity from high in the trees to low in the bush. Seemingly everywhere, the forest birds will captivate with their electric colors and musical calls.

The aviary—one of the first stops visitors will encounter upon entering the new exhibit complex—will be home to the collared finchbill, white-rumped shama thrush, great argus, red-billed leiothrix and Nicobar pigeon.

#### Red-billed leiothrix (*Leiothrix lutea*)

This small bird covers a large range, encompassing China, Southeast Asia and northern India. Because this bird lives among dense bushes, it thrives in natural forests with a well-developed shrub layer but cannot live in plantations (such as oil palm plantations) where shrubs are lacking.

#### Collared finchbill (*Spizixos semitorques*)

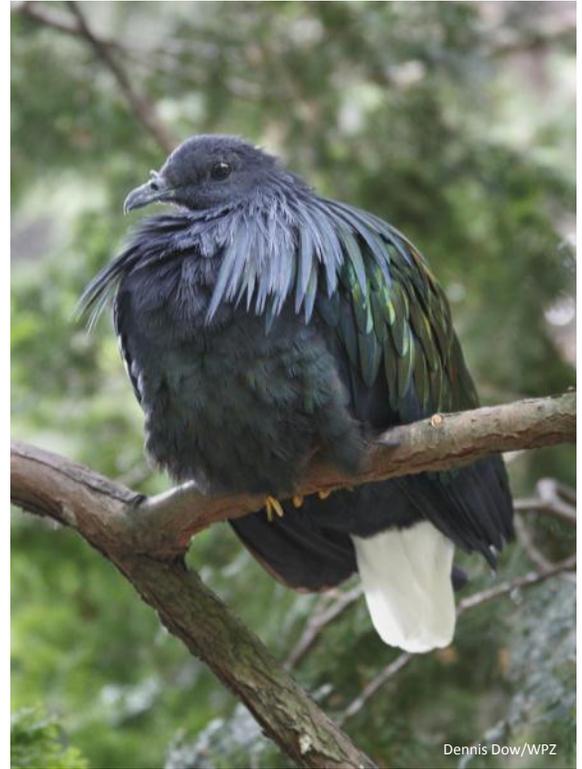
The collared finchbill, a colorful songbird, often lives in mountain forests above 4,500 feet. In addition to the hilly forests of Taiwan and Vietnam, the bulbul even lives among the bamboo forests of China's Wolong Nature Reserve, where its neighbors include giant pandas.

#### White-rumped shama thrush (*Copsychus malabarica*)

Nestled within the dense canopies of bamboo forests of Southeast Asia live the white-rumped shama thrush. Shama thrush has one of the loveliest songs of all forest birds, but it is now rare in some areas because its song makes it popular as a cage bird.

#### Great argus (*Argusianus argus*)

Native to Malaysia and Sumatra, the great argus is one of the most unmistakable firsts of the forest floor. Upon attracting their female mates, the males showcase their distinctively long tails and intricate feathers during a spectacular courting dance. Although populations are stable throughout Malaysia, their survival is in jeopardy throughout Sumatra, threatened by habitat destruction.



Dennis Dow/WPZ





## BAMBOO FOREST RESERVE

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### Support for Exhibit

Part of the zoo's More Wonder More Wild comprehensive fundraising campaign, the new tiger and sloth bear exhibit complex is being made possible by public and private supporters including:

Anonymous

Charles and Lisa Simonyi Fund for Arts and Sciences

Inger and Allan Osberg

Ben and Julie Wolff

The Hugh and Jane Ferguson Foundation

Althea and Sam Stroum

Estate of Joy Spurr

Shirley and Eldon Nysether

The Nysether Family Foundation

Lisa and Mark Caputo

Keith & Mary Kay McCaw Family Foundation

D.V. & Ida J. McEachern Charitable Trust

The Brad and Kathy Fund of The Nysether Family

The Mark and Vickie Fund of The Nysether Family

Jeff and Lisa Mendenhall

Cameron and Tori Ragen

### Get Your Paws on Our New Exhibit

Make a gift of \$1,000 or more to the Asian Tropical Forest initiative through the zoo's paws promotion and you'll get your name on a paw print featured prominently in the new tiger and sloth bear exhibits.



It's a wonderful way to support the world-class conservation and learning destination that is YOUR zoo. And, it's our way of showing our appreciation!

**To get your paw and join the growing list of supporters,  
visit [www.morewonder.org](http://www.morewonder.org).**



## BAMBOO FOREST RESERVE

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#### About the Zoo

Woodland Park Zoo saves animals and their habitats through conservation leadership and engaging experiences inspiring people to learn, care and act. For 112 years, Woodland Park Zoo has served as an urban oasis, gathering generations of people together to enjoy the natural world. The zoo spans 92 acres, 65 of which are developed as exhibits and public spaces. The remainder is devoted to administrative offices, a buffer zone and a neighborhood park.

**Hours and Fees** Hours: October 1 - April 30: 9:30 a.m. - 4:00 p.m. May 1 - September 30: 9:30 a.m. - 6:00 p.m. Woodland Park Zoo is open every day except Christmas Day. Fees: October 1 - April 30: Adult (13-64) \$12.75; Child (3-12) \$8.75; Toddler (0-2) Free. May 1 - September 30: Adult (13-64) \$18.75; Child (3-12) \$11.75; Toddler (0-2) Free. Seniors and people with physical disabilities receive a \$2 discount and zoo members receive free zoo admission year-round. Active, retired, and veteran U.S. military and their families receive an admission discount.

**Collection** Animal care professionals at Woodland Park Zoo are experts in their field and provide the highest quality care for animals every day. The zoo manages the largest live animal collection in Washington state, with 1,000 animals, representing more than 300 species plus 68 species of invertebrates. The zoo provides a home for 35 endangered and five threatened animal species. The zoo's botanical collection includes more than 92,000 plants and trees representing more than 1,000 species.

**Field Conservation** Through funding provided by the zoo's Partners for Wildlife, Partners for Wildlife, Living Northwest, and Wildlife Survival Fund, and the contributions of zoo members and donors, the zoo is supporting conservation of wildlife, preserving fragile habitats, and increasing public awareness for wildlife and environmental issues. The zoo currently partners with 35 field conservation projects taking place in the Pacific Northwest and around the world. These include some of the smallest life forms—the endangered Oregon silverspot butterfly—to the largest mammals on land—the African elephant.

**Education** As the Washington hub for excellence in conservation education, the zoo's programs are grounded in an outcomes-based framework focusing on connecting children to nature, developing ecological literacy and providing pathways to conservation. From early learners to senior learners, and on and off grounds, the zoo's developmental approach to lifelong learning is to foster empathy for nature, build conservation knowledge and skills, and increase people's personal ownership for action that benefits wildlife and habitats. In 2011, more than 835,000 visitors participated in the zoo's public programs and nearly 83,000 students, teachers and chaperones visited the zoo in school groups or received a zoo outreach program.

**Award-winning Exhibits** Woodland Park Zoo is famed for creating revolutionary naturalistic exhibits that began a shift that changed the face of zoos worldwide. The Association of Zoos & Aquariums has honored the zoo with seven major exhibit awards: **Humboldt penguin, Jaguar Cove, Trail of Vines, Northern Trail, Tropical Rain Forest, Elephant Forest** and **African Savanna**.



Ryan hawk/WPZ



# BAMBOO FOREST RESERVE

## Woodland Park Zoo's new Asian tropical forest exhibit complex

### Woodland Park Zoo connects people to wonder

For 112 years, Woodland Park Zoo has sparked delight, discovery and unforgettable memories while teaching people to understand and protect wildlife. Up close and engaging, zoo experiences create a feast for the senses and teach us about our interdependence with all living things. Where else can millions of people get eye-to-eye with magnificent creatures, learn about the critical landscapes that sustain their—and our—existence, and engage with communities around the globe working to protect them?

### More wonder creates more wild.

People who experience the wonders of the natural world are inspired to protect it. That's why every year we lead more than 1.1 million visitors on a journey that inspires a lifelong love of animals, makes science come alive and helps people take conservation action. Our award-winning, naturalistic exhibits immerse visitors in compelling stories of conservation and connect them to experts working with local communities to save animals and habitats in the wild.

### YOU make it possible!

Together, we can inspire millions of people to leave a thriving natural world for all generations to enjoy and protect. Woodland Park Zoo is your pathway to making a difference in the lives of children, families, animals, and habitats here and around the world. Our community needs more wonder. Our world needs more wild. **Join our campaign!**

### About the More Wonder More Wild Campaign

The **More Wonder More Wild** comprehensive campaign represents Woodland Park Zoo's significant commitment to save more wildlife and habitats, lead conservation education, and sustain our leadership among North American zoos. Because of our incredibly broad reach—more than one million guests each year, including families, children, teachers and students—the campaign will dramatically increase our mission's impact.

The \$80 million effort is ambitious and forward-looking, encompassing a \$70 million goal for capital and program improvements and a \$10 million endowment goal. It unites eight strategic initiatives to more powerfully engage our community in valuing and protecting the wonders of wildlife.

### More Wonder More Wild features eight major initiatives:

- A New Home for Tigers and Sloth Bears
- Excellence in Animal Care and Health
- Inspired Learning
- Conservation in the Wild
- Zoo Experience Project
- The Sustainable Zoo
- Our People
- COMPLETED: New Humboldt Penguin Exhibit and New West Entrance



Learn more at [www.morewonder.org](http://www.morewonder.org).