

Seneca Park Zoo, 2222 St. Paul St., Rochester

www.senecaparkzoo.org

Contact: Pam Cowan, Public Relations and Marketing Director
(585) 336-7201 or pcowan@senecazoo.org



Seneca Park Zoo raises awareness of, and money for, Madagascar

Highlights include specialty beer brewed by Custom BrewCrafters, featured speakers

Rochester, NY – July 22, 2010 — Monroe County's Seneca Park Zoo will be hosting its seventh annual Party Madagascar from 6 to 11 p.m. on Saturday, July 31. Mark your calendars for this event, which will include grazing stations with Malagasy-style food, games, raffles, the Akoma Ntoasco Dance Troupe, ethnic craft demonstrations and an International Marketplace with one-of-a-kind items. Lemur Lager, a Vienna Lager-style Amber beer brewed by Custom BrewCrafters especially for this event, will be on tap.

The event, a fundraiser run by the Zoo's Docent organization, will feature two special guests who have lived and worked in Madagascar for several years.

1. **Erik Patel.** His research has been featured in *Smithsonian Magazine* and *National Geographic*. He documents the behavior of silky sifakas, one of the most critically endangered lemur species.
2. **Rachel Kramer.** She has lived in several rural Malagasy villages, working as an environmental educator. Partnering with local communities, she created a series of bi-lingual environmental radio broadcasts on ecology and conservation.

Patel and Kramer will be sharing their stories and pictures with Party Madagascar attendees.

Proceeds from this event will be donated to the Zoo's conservation efforts in Madagascar, home of the lemur. Among those to benefit are:

- **Lemur Research:** Providing funds for research and training.
- **Mahatsarabe:** A plantation that holds a sustainable source of medicinal plants, provides a renewable source of income for local people and works with drug companies on research and development of medications from native plants
- **Reforestation:** A program around Ranomafana National Park that not only replaces trees but also provides jobs for local people.
- **Bitsik Ivoloina:** A local newsletter that goes out to rural villages and encourages good conservation practices

Tickets to this 21-and-older event are \$10 in advance and \$15 at the door. For details, visit www.senecaparkzoo.org

Seneca Park Zoo is owned and operated by Monroe County. The Seneca Park Zoo Society is a not-for-profit organization which has, since 1957, provided education, fundraising, special events and public relations support to Monroe County's Seneca Park Zoo. The Society offers various levels of membership to the Seneca Park Zoo, which includes discounted and/or free admission to more than 170 zoos and aquariums across the country. For additional information, check us out on the Web at: www.senecaparkzoo.org.