



A publication of the Seneca Park Zoo Society

ZooNooz

A Spotlight on Animal Welfare

April/May 2019

Internationally, and in our own backyard, we play a key role in species survival.

Walter Brooks

Seneca Park Zoo inspires our community to **connect**, **care** for, and **conserve** wild life and wild places.

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On My Mind: SPRING, finally

Pamela Reed Sanchez | President and CEO | Seneca Park Zoo Society



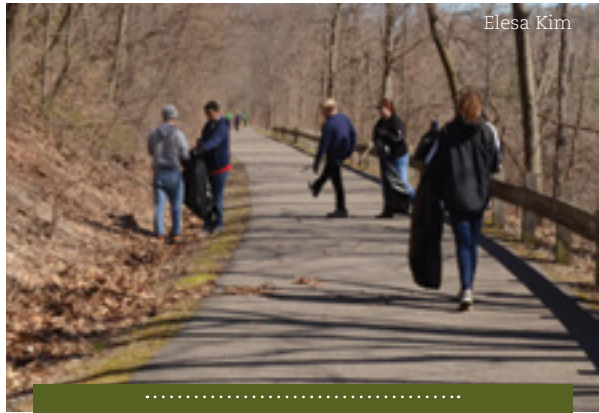
Spring has always been my favorite season, as it brings with it the promise of renewal and regrowth. The world around us becomes more vibrant: more color, more warmth, and more sounds! Do you hear the buzzing of insects emerging? The song of more birds returning to our region? The laughter of children able to play outside in the neighborhood again?

The Zoo, too, becomes more vibrant as school groups flock to campus, Earth Day is celebrated, special fundraising events bring thousands of adults to the Zoo, and our summer camps begin to fill to capacity. One thing we all can agree on at this time of year: it's time to get outside! And the Zoo is offering plenty of options for families, kids, and adults, as you can see from the event calendar in this issue of ZooNooz.

Of special note are opportunities to help us clean up our region through our Spring Into Action programs (p. 7-8), and to explore spring's flora and fauna by participating in the City Nature Challenge. This is Rochester's first year "competing" in this international effort to have citizen scientists – lay people like you and me – get outside, document biodiversity, and add meaningful scientific data to the world using the iNaturalist app. We have more than twenty community partners in this effort and can guide you in learning how to use iNaturalist and in discovering local places where you'll be sure to find plenty of species to share.

This issue of ZooNooz also has a special emphasis on animal welfare. Ensuring the highest standards of animal welfare is one of the things that distinguishes a zoo accredited by the Association of Zoos & Aquariums from those that are not. It is, of course,

the **right** thing to do for these animals who serve a higher purpose than entertaining visitors. And our animal care and animal health staff are tireless in their efforts.

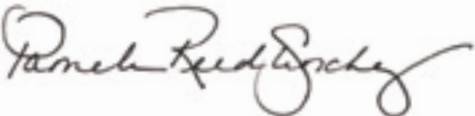


Of special note are opportunities to help us clean up our region through our Spring Into Action programs (p. 7-8), and to explore spring's flora and fauna by participating in the City Nature Challenge.

Research shows that when guests perceive animals as "sad" or "stressed," they focus solely on empathizing with the animal in front of them, and cannot be moved to think about the issues facing the same species in nature. Naturalistic habitats, such as our new snow leopard and red panda habitats and the expansive Animals of the Savanna addition, provide signals to our guests that the animals are behaving naturally and receiving optimal care.

We look forward to seeing you this spring, as we all begin venturing outside our homes to explore again. When you visit, you'll be sure to notice the expansive space where the Zoo's Main Building was located. While its removal was bittersweet, we now have the ability to plan for the transformation of the front of the Zoo into new habitats ensuring the highest animal welfare and optimal guest experiences. As planning progresses, we will be sure to share the highlights with you.

Happy spring,





Elesa Kim

Ron Kalasinskas

Your Zoo and Animal Welfare

As an institution accredited by the Association of Zoos and Aquariums (AZA), Seneca Park Zoo operates based on three core principles: animal welfare, safety, and guest engagement. And as one of the longest accredited facilities in the U.S., animal welfare is our greatest priority at Seneca Park Zoo.

What is animal welfare exactly? Animal welfare refers to an animal's collective physical, mental, and emotional state over a period of time, and is measured on a continuum from good to poor. An animal is defined as having "good welfare" when it is healthy, well-nourished, and safe, has opportunities to thrive and express species-specific behaviors, and is able to make choices with its environment. Therefore, Seneca Park Zoo's welfare program is based on three inter-related components: physical health, behavioral integrity, and psychological well-being.

Ensuring Physical Health

Promoting normal biologic functioning through the provision of exemplary veterinary care provides the basic ingredients each animal needs to thrive. Dr. Louis DiVincenti, the Zoo's Assistant Director of Animal Care & Conservation and full-time Attending Veterinarian, oversees the Animal Health team which includes two licensed veterinary technicians. Dr. Louis has designed and implemented a preventive medicine program aimed at prevention and early detection of diseases through regular physical examinations, vaccinations, and routine diagnostic testing. Each animal at the Zoo has a customized veterinary care plan based on its species, age, sex, breeding status, disease state, and many other factors. The Zoo's Animal Hospital is equipped with a treatment room, surgery suite, and state-of-the art medical equipment including diagnostic modalities such as digital radiology that allow the vast majority of the Zoo's routine veterinary care as well as emergencies to be handled on-site. Additionally, Dr. Louis makes a lot of house calls! Because we care for wild animals, care that we can

provide without removing them from their home reduces their stress. Other animals, like our four African elephants are simply too large to move to the hospital, so Dr. Louis has to bring veterinary care to them.

For the elephants, proper foot care is critical to good health and welfare. Keepers inspect and trim the elephants' nails and pads daily to ensure they're in good shape, and Dr. Louis regularly visits the elephants to do foot radiographs, or digital x-rays, to check for signs of foot injuries and foot disease. Additionally, annual physical exams, vaccinations, and laboratory testing allow us to comprehensively monitor the elephants' health.



As Seneca Park Zoo's owner, operator and governing authority, Monroe County ensures that animal welfare is always the top priority of our institution. General Curator David Hamilton, Zoo Director Larry Staub, County Executive Cheryl Dinolfo, and Assistant Zoo Director - Animal Care and Conservation Dr. Louis DiVincenti are leaders in this well recognized effort.



Marie Kraus

Habitats themselves can allow animals to engage in self-care behaviors on their own to promote their welfare. Elephants and rhinos in nature utilize wallows and pools to clean off excess dirt and mud. Including those features in our Zoo habitats promotes their species-typical maintenance behaviors.

“With four elephants over the age of 36, our elephant caregivers have a heightened awareness of and are on the lookout for chronic, degenerative changes that occur in all aging animals,” said Dr. Louis.

One of the challenges? The animals can’t tell us when they’re sick. Zoo keepers develop close relationships with the individual animals in their care and often identify a potential health concern based on subtle changes in the animal’s daily behavior. Additionally, animals are encouraged to participate in their own health care through positive reinforcement training. “One advanced medical behavior that we’ve been working on with many animals is voluntary blood draws. This is especially important with the big cats that we can’t handle or bring to the hospital without anesthesia,” commented Dr. Louis.

Recently, Dr. Louis was able to draw blood from our 8-year-old male snow leopard Kaba’s tail through the mesh, while Kaba calmly received food rewards from his caregiver Heidi Beifus. This was the first time a voluntary blood sample was obtained from a non-anesthetized large carnivore at Seneca Park Zoo, and it allows us to monitor Kaba’s internal organ function much more closely than we would otherwise. The good news is Kaba is a very healthy cat!

Encouraging Behavioral Integrity

Using environmental enrichment, animal care staff strives to create physical environments and implement husbandry practices that increase an animal’s choices and encourage species-appropriate behaviors. Examples of enrichment include offering new food items in complicated ways such as puzzle feeders, providing objects to manipulate, and applying novel

scents or spices throughout the habitat for them to investigate.

In the natural range, elephants spend 40-75% of their time foraging for food. This benchmark helps us design an enrichment program to encourage their natural behaviors. Our elephant habitat is equipped with a variety of different elevated hay feeders that require the elephants to walk around the habitat to find food and then to use their long trunks with the prehensile tips, and their cognitive abilities, to obtain it. Additionally, we utilize an automatic hay feeder that distributes food on a timer throughout the times when care staff are not present in an effort to increase feeding time.

Habitats themselves can allow animals to engage in self-care behaviors on their own to promote their welfare. For example, elephants and rhinos in nature utilize wallows and pools to clean off excess dirt and mud. Including those features in our Zoo habitats promotes their species-typical maintenance behaviors.

Promoting Psychological Well-Being

Physical health and behavioral integrity provide animals with the opportunity to experience overall well-being, or, what some animal welfare scientists refer to as “a life worth living.” In other words, our goal isn’t merely to eliminate negative states like disease, pain, and distress, but, more importantly, to promote a positive welfare state.

The greatest opportunity for us to promote psychological well-being is to encourage each animal to participate in its day-to-day management, which is exactly the goal of the Zoo’s Behavioral Management Committee. The Committee provides zoo keepers with the tools necessary to use positive reinforcement training to give animals the opportunity to

choose to engage in behaviors that promote their overall care such as shifting between different areas of the habitat for cleaning, standing on a scale to be weighed, presenting different body parts to allow close observation and even hand injection for vaccinations or anesthesia, when necessary, moving different body parts, and performing other behaviors that allow assessment of mobility and more complicated medical behaviors like voluntary blood draw or drops in the eyes.

Additionally, social interaction is a critically important component of psychological well-being for social species like elephants. That’s why we brought Moki and Chana to the Zoo four years ago to join Genny C and Lilac – to create a social structure more reflective of elephants in the natural range in which groups of female elephants live together.

Enrichment also promotes psychological well-being through mental stimulation. Our Zoo guests can play a key role in enrichment. For example, California sea lion Mary Lou is extremely observant and is often found interacting with staff and guests through the glass in the Rocky Coast Gallery. It’s not unusual for her to play with guests, following children running back and forth or toy cars, keys, and balls moving in front of the window.

Advancing animal welfare through research & transparency

Knowing what animals want and need is an especially challenging part of promoting their welfare. Because we strive to use science, not opinions or emotions, to drive animal care decisions, zoos have a responsibility to gain a greater understanding of the well-being of the animals in their care by advancing animal welfare science. Your Zoo participates in a variety of animal welfare-oriented research projects. For example, Seneca Park Zoo contributed to the IMLS Elephant Welfare Initiative, the most comprehensive and collaborative study on zoo animal welfare ever performed. The project provided new, evidence-based information that we can use to improve the welfare of our elephants. For example, this study demonstrated that it is not



Elesa Kim

Our Zoo gusts can play a key role in enrichment. For example, California sea lion Mary Lou is extremely observant and is often found interacting with staff and guests through the glass in the Rocky Coast Gallery.



Elesa Kim

the physical size of an exhibit that matters to the elephants but the totality of the animals’ ‘space experience.’ Animal welfare is measured across a continuum, and we continue to advance the goal post as our understanding of welfare science improves.

Animal welfare is our greatest priority, because it is the right thing to do. Furthermore, ensuring animal welfare is critical to realizing our conservation mission. When our guests see complex habitats with animals engaging in normal behaviors, they become connected to wildlife and wild places and receptive to our conservation message. On your next Zoo visit, be on the lookout for how all the decisions we make -- from the food the animals eat to the enrichment they receive and the veterinary care provided -- promote the best welfare of each animal.



Dr. Louis DiVincenti, Assistant Zoo Director – Animal Care and Conservation, is one of only three boarded animal welfare veterinarians working in AZA-accredited zoos. There are approximately 50 veterinarians boarded in animal welfare, and Dr. Louis is currently the only veterinarian boarded in animal welfare in New York State.

Dr. Louis is also a member of the AZA’s Animal Welfare Committee, which seeks to promote good welfare for animals in AZA-accredited zoos and aquariums by helping members identify and apply best practices in animal welfare and by promoting advances in animal welfare science.



Elesa Kim



Marie Kraus

When visiting Seneca Park Zoo, you can rest assured that every decision we make – from the food the animals eat, to the enrichment they receive, and the veterinary care provided – is driven by the best welfare for each animal.



Wayne Smith



Elesa Kim

It’s (finally) Spring! Get out and appreciate nature!



After the long, cold winter we’ve had in our area, nothing will be more energizing than a beautiful spring day in nature! Your Zoo is offering many ways to do just that!

Seneca Park Zoo is joining with 120 other AZA-accredited zoos around the country to create **Spring Into Action**, a series of events to get families out into nature, contributing to citizen science, helping with cleanups and many other ways to nurture wild places near our homes. Together with partners throughout our community, there are many easy ways you and your family can get involved.

Many thanks to our partners who are joining us in this challenge:



Rochester Birding Association



Help Rochester compete with over 150 cities all around the world to make the most observations of nature over a four-day period! The City Nature Challenge is April 26-29. All you have to do is:

1. Download iNaturalist app on your phone and create an account
2. Take photos of wild animals and plants in our area
3. Upload the photos to iNaturalist
4. Learn more as your finds get identified!

Take photos in your back yard, on a hike or around town! Or join a group with Seneca Park Zoo and our partners. Get instructions, tips, and information about meet-up sites at senecaparkzoo.org/challenge.



Braddock Bay Bird Observatory

Flower City Park Cleanups



It's fun, it's easy, and it's incredibly rewarding. Come help with park cleanups this spring.

We provide all the materials you need – just bring some water and dress appropriately for the weather. Park cleanups are from 9 a.m. – 12 p.m.

April 13	Durand Eastman Beach
April 28	Monroe County Pick up the Parks – <i>a community cleanup at all 21 Monroe County Parks. (Arrive at one of the parks by 8:30 a.m. to register)</i>
May 18	Maplewood Rose Garden
June 8	Turning Point Park
Learn more at senecaparkzoo.org/spring	

Become a FrogWatch USA™ volunteer



Fascinated by frogs and toads? Join us at our next FrogWatch USA™ training session on **Saturday, May 11th from 10 a.m. – 1 p.m.** and become a trained volunteer for free! Our FrogWatch USA™ chapter coordinator will teach you about local frogs and toads and when each can be heard calling. You'll learn how to identify species by call, locate and register a wetland site, and collect observations to be submitted to the nationwide online database.

Sign up at senecaparkzoo.org/frogwatch

Nature Hikes



Join WXXI, the DEC, and a Zoo naturalist for a short, kid-friendly nature hike in Seneca Park. It's a part of WXXI's Family Nature Fest. Join us on **April 27 at 11 a.m. or 1 p.m.** The ZooMobile will be there as well!

Learn more at senecaparkzoo.org/spring



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For complete photo contest rules and details, visit senecaparkzoo.org/photocontest

Contest Rules



Specialty sandwiches at the Crater Canteen include a crispy chicken BLT, buffalo chicken sandwich, rodeo cheese burger, and a maple grilled chicken sandwich with sliced apples and raspberry maple mayo. Both restaurants will also be carrying loaded fries topped with nacho cheese and bacon.

Other new items include stylish t-shirts and hooded sweatshirts made from 6 1/2 plastic bottles, as well as handcrafted, recycled 'pool' notebooks made from animal poop!



Additions to the café menus include new gluten free and vegetarian options, offering guests a wider selection of meals to enjoy during their trip to the Zoo.

Eagle's Landing Café has added beef and chicken nachos (GF) and tacos to their menu, while the Crater Canteen will be serving up new specialty sandwiches, a fresh berry salad (GF + V), and a 'Big Boy' grilled cheese.

This new take on a classic sandwich includes three cheeses (provolone, swiss and cheddar) with bacon and tomato jam on sourdough bread.

Savanna Outpost shoppers will notice a variety of wraps, salads, sandwiches, and snackables – all of which will change throughout the summer. The SunButter and jelly sandwich is also a favorite among guests, especially those with a peanut allergy.

ZOOPICSROC Photo Contest

New this year, we're introducing ZOOPICSROC photo contests to encourage the Zoo community to share their love of the Zoo! On your next visit, capture an image that you think fully expresses the theme "Signs of Spring at the Zoo", and enter it into our digital photo contest for a chance to win.

Details

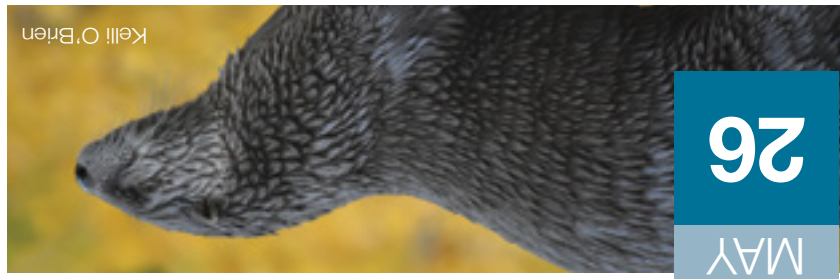
- Theme: 'Signs of Spring at the Zoo'
- Timeframe: April 1, 2019 through May 31, 2019
- How to enter: Upload your photo via the form at senecaparkzoo.org/photocontest
- Share your photo on social media by tagging @SenecaParkZoo #senecaparkzoo

Prize

Submissions will be posted to an album on the Zoo's Facebook page for people to "like" their favorite photo. The photo with the most Facebook "likes" after one week will be the winning photograph will be announced on our social media channels, and the winner will receive a one-month extension on their membership!

Calendar of events

Mark your calendars for what's next at your Zoo.



26

MAY

International Otter Day

Learn all about otters with keeper chats, enrichment and training demonstrations, biofacts, and an opportunity to win a painting by an otter or an exclusive behind-the-scenes otter meet and greet with the Zoo's otters!

Time: 10 a.m. - 4 p.m.

Learn more: senecaparkzoo.org/conservationdays



Zoobilation

Now in its 30th year, Seneca Park Zoo Society's annual gala, Zoobilation is an unforgettable event. This year's theme of "Generations of Wild" will celebrate the legacy of conservation at your Zoo. This fundraising gala features delicious food, an open bar, silent and live auctions, animal experiences, and more. Thank you to our presenting sponsor, Bank of America. *Must be 21+ to attend.*

Time

5:30 - 10 p.m.

Tickets

Get tickets at senecaparkzoo.org/zoobilation



24

MAY

ZooBrew

Drink beer and save elephants at the first ZooBrew of the season! Animal experiences, live music, wine and beer, and tasty food offerings for purchase make a great Friday evening. Add an elephant barn tour for \$25 and get an extra special opportunity to learn more about the care of our African elephants. Thank you to our presenting sponsor, Lake Beverage. *Must be 21+ to attend.*

Time

5:30 - 9 p.m. | Gates close at 8 p.m.

Cost

\$8 in advance | \$10 at the Front Gate.

Tickets

Get tickets at senecaparkzoo.org/zoobrew



Scout Workshops

Your Zoo offers specifically-designed programs for Girl Scouts and Boy Scouts of America. Workshops help scout groups complete the required criteria to earn badges related to animals, nature and conservation.

Check out our website at senecaparkzoo.org/scouts to see a complete listing of available options or call

585.336.7213.



Sign up now for Summer ZooCamp!

New at camp this year!

New this year, we are offering two sessions tailored specifically to **children with special needs** that benefit from extra support.
For **campers 10-12 years old**, two of our camps have an optional add-on Vet-In-Training Workshop led by the Zoo vet Dr. Louisi!



With exciting new habitats and animals, there has never been a better time to be at Seneca Park Zoo. Camps are offered for ages pre-school to -12. There are options for half-day camp, and before care and after care at an additional fee.

Register today

For full descriptions and to register, visit senecaparkzoo.org/summercamp



World Sea Lion Day

Get to know the Zoo's sea lions through keeper chats, training demos, and more!

Time:

10 a.m. - 4 p.m.

Learn More:

senecaparkzoo.org/conservationdays

Save the Dates

Watch our website for details on these upcoming events!

June 8

Poo at the Zoo

July 21

Jungle Jog

July 26

Party Mad at the Zoo

June 15

Animal Super

July 19

ZooBrew

Must be 21+ to attend.

Must be 21+ to attend.



Elesa Kim

Calendar of events

Mark your calendars for what's next at your Zoo.

Spring Break ZooCamp

School is out and it's a perfect time to spend a week at the Zoo. ZooCampers will learn about different types of animal tails through crafts, interactive games, up-close animal encounters with ambassador animals, and of course, visiting the animals throughout the Zoo. This camp is designed for ages 5-9.

Date
Monday, April 15 through Friday, April 19

Times

Full-day: 9 a.m. to 4 p.m.
Half-day: 9 a.m. to 12 p.m.

Cost

Members: \$210 for full-day | \$135 for half-day
Non-members: \$230 for full-day | \$155 for half-day

Registration

senecaparkzoo.org/zoocamp



APRIL
15-19

Austin Quinlan



APRIL
27

Ron Kalasinskas

World Penguin Day

Celebrate penguins with enrichment and training demos, keeper chats, and more! Learn about Seneca Park Zoo's successful penguin breeding program.

Time:
10 a.m. - 4 p.m.

Learn more:

senecaparkzoo.org/conservationdays



APRIL
26 - 29

Wayne Smith

City Nature Challenge

Help Rochester compete with 150 other cities for the most nature observed in four days! Learn more at senecaparkzoo.org/challenge.

Park Cleanups

As part of our Spring into Action program, you and your family are invited to join us for a park cleanup! You'll be amazed at what an impact you can make in just a couple of hours! Visit senecaparkzoo.org/spring to learn more!

April 13 Durand Eastman Beach | 9 a.m. – 12 p.m.

April 28 Monroe County Pick up the Parks | all 21 Monroe County Parks | 8:30 a.m.

May 18 Maplewood Rose Garden | 9 a.m. – 12 p.m.

June 8 Turning Point Park | 9 a.m. – 12 p.m.



Anneke Nordmark



MAY
4

Cinco de Rhino Craft Beer & Cider Celebration

Join us for Cinco de Rhino Craft Beer and Cider Celebration, a 21+ event in support of rhino conservation. Tastings will be offered by more than a dozen craft breweries and ciders, along with light appetizers, live music, and unique animal experiences. New this year, we will be offering designated driver tickets and a limited number of VIP tickets. Thank you to our presenting sponsor Xceed Financial Credit Union. *Must be 21+ to attend.*

Dates
Saturday, May 4
5:30 – 9 p.m.

Tickets

senecaparkzoo.org/cinco

MAY
24



Wayne Smith

Day Off ZooCamp

ZooCamp is a great way for your child to continue learning on their day off from school. This session's theme is about our Zoo animals that live in and around water. It's like summer camp all in one day!

Dates
Friday, May 24
9 a.m.- 4 p.m.

Cost

\$40 for members | \$50 for non-members

Registration

Register at senecaparkzoo.org/dayoff

Cinco de Rhino Conservation Awareness Day



MAY
5

Wayne Smith

MAY
18

Annual Meeting

Time:
10 a.m. - 4 p.m.

Learn more:

senecaparkzoo.org/conservationdays

As a Seneca Park Zoo member, you are invited to attend the Annual Meeting, which will be held the morning of Saturday, May 18. Learn about what's in store this year at your Zoo. Enjoy a light breakfast and beverage while you hear from Zoo and Zoo Society leadership in the Eagle's Landing Pavilion.

Time

8:30 a.m.

Calendar of events

Mark your calendars for what's next at your Zoo.

Focus on: ZooParent

Dave and Jen Canning have participated in the ZooParent Animal Enrichment program for a decade. We recently talked with them about what the program means to them and their family.



Addie's ten years of ZooParenting.

How did you get involved in the ZooParent program?

Our first ZooParent purchase was in 2009 for our daughter Addie's fifth birthday. Our son Zach became a ZooParent on his fourth birthday in 2011. Addie had (and still has) a stuffed otter named Pete that was her favorite lovey and went everywhere with her. We knew Addie would be so proud to be the parent of an otter!



Addie's first Zoo visit, January 2006.

Why did you choose to stay involved with ZooParent?

"Being a ZooParent is a unique gift for children and adults alike. It not only teaches young kids that it is fun to give and receive gifts but also provides financial support to this Rochester gem which teaches us to take care of all of Earth's creatures. Additionally, it's a great way to join the Seneca Park Zoo family."

- Dave and Jen Canning



The Canning family today.



1
APRIL

Return to

Summer Hours

Beginning April 1, the Zoo will observe summer hours. The front gate will open from 10 a.m. to 4 p.m. daily, and guests may stay on grounds until 5 p.m. As always, our members are welcome to enter at 9:30 a.m. every day!



2019
APRIL

KinderZoo

KinderZoo is a program for preschoolers and their grown-ups to play, discover, and learn in a fun, interactive way. Join us as we explore different animals and habitats, using games, biofacts, and engaging, age-appropriate activities. Each class will also include the opportunity to meet a ambassador animal up-close and learn all about them!

Dates	Time	Ages	Cost
April 5, 7, 9, 27	10:15 a.m. - 11:30 a.m.	18 months – 3 years old	\$5 for Zoo members
		3-5 years old	\$7 for non-members

For details and to register, visit senecaparkzoo.org/kinderzoo

Family Sleepover at the Zoo



6
APRIL

Pack your overnight gear and join us for a family-oriented sleepover in the Rocky Coasts Gallery. Experience a night-time guided tour to see the Zoo in a whole new way and meet several program animals up close. The evening includes a pizza dinner, snack, and activities. A continental breakfast will be offered as you watch the sea lions and polar bear go through their morning routines.

Date
April 6
6:15 p.m. – 9 a.m.

Cost
\$60 for members | \$70 for non-members (per adult & child pair)
One additional person: \$30 (\$35 for non-members)

Registration
senecaparkzoo.org/sleepover



20
APRIL

Earth Day

Celebrate Earth Day at your Zoo, with practical ideas about changes you can make in your life to live more sustainably! Thanks to our sponsor Diamond Packaging.

Time:

10 a.m. - 4 p.m.

Learn more:

senecaparkzoo.org/conservationdays



CHERYL DINOLFO
COUNTY EXECUTIVE

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Designer: Sarah Pearlman Ventura

Contributing writers:

Pamela Reed Sanchez, President and CEO, Seneca Park Zoo Society

Dr. Louis DiVincenti, Director of Animal Care and Conservation

Sarah Hanson, Director of Marketing

Mina Johnson, Communications Coordinator

LaDonna Court, Receptionist & Marketing Assistant

Internationally, and in our own backyard, Seneca Park Zoo plays a key role in species survival. Chartered as an educational institution in 1957 by New York State, the Seneca Park Zoo Society plays an integral role in supporting Monroe County, the owners and operators of the Zoo. Together, we are working to bring animals back from the brink of extinction.

senecaparkzoo.org | 585.336.7200 | The Zoo is open 362 days a year.



Follow us socially. Visit senecaparkzoo.org

Celebrate rhinos with Cinco
de Rhino events! Page 5

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ZOONOOZ

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Wayne Smith