

2222 St. Paul Street, Rochester, NY 14621

senecaparkzoo.org

Contact: Mina Johnson, Communications Coordinator

(585) 336-7202 or mjohnson@senecazoo.org



Seneca Park Zoo Society to host Cinco de Rhino on May 5

Craft beer and cider celebration to raise funds for rhino conservation

On **Saturday, May 5**, Seneca Park Zoo Society will host its 21-and-over fundraising event, Cinco de Rhino. Now in its third year, Cinco de Rhino is a unique celebration of craft beer and cider all in the name of rhino conservation. Over a dozen national craft breweries and cider distilleries will be on Zoo grounds offering tastings.

Tickets include unlimited beer and cider tastings, a commemorative tasting glass, light appetizers, animal experiences including a rhino keeper chat, and live music by Jim E Leggs Trio. Additionally, themed foods like a “Mexico meets Africa plate” will be available for purchase from Eagle’s Landing Cafe from 5:30 – 8:30 p.m. Guests can also enter to win prizes throughout the night, including a behind-the-scenes meet-and-greet with the Zoo’s southern white rhinoceros.

A portion of proceeds from this event will go to the International Rhino Foundation, a non-profit organization working to protect the world’s rhinos through conservation and research. In their natural range, rhinos are primarily threatened by illegal poaching for their horns and habitat destruction.

“Cinco de Rhino is a great opportunity to help save rhinos in natural range, all while enjoying your favorite craft beer or cider, trying new ones, and meeting the people behind the brews,” says Zoo Society President and CEO, **Pamela Reed Sanchez**.

“Skip the crowded bars and tequila, and feel good knowing that you’re making a difference for this threatened species.”

The featured breweries and cider distilleries include: Stoneyard Brewing Co., Cider Creek Hard Cider, Four Mile Brewing, Ithaca Beer Co., Stone Brewing, Tröegs Independent Brewing, Lagunitas Brewing Co., Anderson Valley Brewing Co., Bell’s Brewery, Embark Craft Ciderworks, Firestone Walker Brewing Co., Collective Arts Brewing, and Thin Man Brewery.

Tickets are \$35 in advance or \$40 on the day of the event. Must be 21 or older to attend. Purchase tickets at senecaparkzoo.org/cinco

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.