



News From

Cheryl Dinolfo

Monroe County Executive

For Immediate Release

Tuesday, July 23, 2019

DINOLFO ANNOUNCES NAME FOR ZOO'S NEW SNOW LEOPARD CUB: SILVER, IN HONOR OF SILVER FAMILY

Surprise announcement made at Seneca Park Zoo Night at Frontier Field; 'Silver' to make public debut at Zoo later this summer

County Executive **Cheryl Dinolfo** today announced that the Zoo's new snow leopard cub has been named **Silver**, in honor of the Silver family, who have operated the Rochester Red Wings since 1957. The name was revealed during a surprise announcement during Seneca Park Zoo Night at Frontier Field, prior to the Rochester Red Wings' game against the Norfolk Tides.

*"I am so proud to announce that our Zoo's adorable new snow leopard cub will be named 'Silver', in honor of one of Monroe County's most beloved families," said **Dinolfo**. "From Morrie and Anna to Naomi, the Silver family name is synonymous with excellence, kindness, and community engagement. In short, the Silvers are as much a part of Rochester as the Red Wings themselves, and there is no question that our new cub will have big 'paws' to fill with such a meaningful name. I thank Naomi, the Silvers, and the entire Red Wings organization for their contributions to our community and I welcome our residents to visit both our Seneca Park Zoo and Frontier Field this summer!"*

In 1957, Silver family patriarch **Morrie Silver** helped to save the future of baseball in Rochester, launching what became known as the "72 Day Miracle" that led to the founding of Rochester Community Baseball. Today, the Red Wings are the longest-running franchise in minor league sports and one of the few continuously community-owned professional teams in the country.

Rochester Community Baseball is now led by Morrie's daughter, **Naomi Silver**, who is one of the most capable and respected corporate leaders in the Rochester community and in all of minor league sports. The **Silver** family name has become synonymous with philanthropy, community engagement, and its generous contributions to Monroe County's quality of life.

Silver, the Zoo's new snow leopard cub, was born on May 27th to his 3-year-old mother, Timila. He now weighs seven pounds, his teeth have come in, and he has received his first set of vaccinations. If all continues to go well, Zoo officials expect Timila and Silver to be available for public viewing in late August to early September.

The Seneca Park Zoo is open from 10:00 a.m. to 4:00 p.m. every day.

###

Media Inquiries, contact:

Director of Communication Jesse Sleezer at 402-8019
Monroe County Communications at 753-1080