

2222 St. Paul Street, Rochester, NY 14621
senecaparkzoo.org
Contact: Beth LaPierre, Director of Communications
(585) 336-7200 or blapierre@senecazoo.org



The Seneca Park Zoo Society is pleased to announce the Society will be the first recipient of a philanthropic gift from JPEG DAO. The gift will be used to address deforestation in Madagascar. Seneca Park Zoo has been supporting and working on conservation efforts in Madagascar for more than 30 years. JPEG DAO is a distributed autonomous organization that brings awareness to new artists by distributing JPEG NFTs (non-fungible tokens) of artists' work. The JPEG DAO will be minting a four-part NFT series to raise funds for the Seneca Park Zoo Society's reforestation projects in Madagascar. JPEG DAO's overarching goal is to provide members with a creative NFT experience that allows them to buy innovative NFTs that help fund philanthropic gifts.

This is the first crypto donation received by the Seneca Park Zoo Society. The \$5000 gift commitment from JPEG DAO will be paid in Stellar Lumens (XLM). Stellar Lumens have been found to be the greenest payment option in the crypto ecosystem. With the lowest carbon emissions footprint among cryptocurrencies, the Stellar Lumen architecture uses far less electricity and offers significant environmental advantages over other cryptocurrencies.

The donation will fund the creation of a new nursery in the North Central region of Madagascar, which has seen rapid deforestation since colonial times, with 90% of land currently without forests. The nursery is projected to grow, and eventually plant, local, community supported forests that provide vital ecosystem services and provide the opportunity for One Health approach to conservation, and sustainable development.

"Cryptocurrencies are fast becoming mainstream, particularly in the international market," said Zoo Society President and CEO Pamela Reed Sanchez. "Conservation organizations need to embrace these innovative technologies, especially if they want to engage younger philanthropists."

According to a [November 2021 survey by the Pew Research Center](#), nearly 16% of U.S. adults say they have invested in, traded, or used cryptocurrency. Adoption among younger demographics is particularly high, with over 31% of Americans ages 18 to 29 saying they have invested in, traded, or used a cryptocurrency. The Seneca Park Zoo Society is now accepting Stellar Lumen and other proof of stake crypto as donations for conservation projects worldwide.

To support JPEG DAO's NFT philanthropy project on litemint.com visit <https://litemint.com/NEEDLINKTOPROJECTNFTS>

For more information, or to make a cryptocurrency donation to The Seneca Park Zoo Society, please visit www.senecaparkzoo.org/crypto-donation