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Seneca Park Zoo Announces Deaf Culture Awareness Day on November 4, 2023

Rochester, N.Y. – Seneca Park Zoo, together with RIT’s National Technical Institute for the Deaf and Rochester School for the Deaf, announce the second annual Deaf Culture Awareness Day at Seneca Park Zoo on November 4, 2023.

Pamela Reed Sanchez, President and CEO of the Seneca Park Zoo Society says, “Partnering with Rochester School for the Deaf and NTID to hold our annual Deaf Culture Awareness Day at the Zoo provides training and resources for our staff and volunteer teams to be welcoming to the deaf and hard of hearing community every day of the year. That’s essential as we work to ensure Seneca Park Zoo is accessible and inclusive for all.”

Rochester is home to the nation’s largest deaf population per capita, with more than 90,000 people who are deaf or hard of hearing. Rochester has become a national leader for inclusivity for the deaf or hard of hearing community.

“Once again, our friends at the Seneca Park Zoo have demonstrated their commitment to accessibility and inclusion by hosting the second annual Deaf Culture Awareness Day,” says Gerry Buckley, NTID president and RIT Vice President and Dean. “Not only does this event provide an opportunity to partner with our friends at the Zoo and Rochester School for the Deaf, it also gives our bachelor’s degree interpreting students a chance to provide pro bono interpreting services to the community. During Deaf Culture Awareness Day all Zoo programming will be interpreted. The interpreting is being provided pro bono by students from RIT/NTID’s American Sign Language-English Interpretation major.”

Zoo Docents and Ambassadors will be paired with interpreters, allowing guests to fully engage with Zoo experts regarding animal species, facts, and wayfinding. ASL-interpreted storytelling

featuring animal-related books will take place at the Conservation Stage. The Zoo has worked with the Rochester School for the Deaf on custom animal identification signage featuring lenticular images of RSD students signing animal names.

For more information visit: <https://senecaparkzoo.org/event/deaf-culture-awareness-day-2023>

Deaf Culture Awareness Day at Seneca Park Zoo will be held rain or shine. Tickets can be purchased online here: www.senecaparkzoo.org/tickets or at the admissions booth.

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.