



November 14, 2024 – FOR IMMEDIATE RELEASE

SENECA PARK ZOO HOLDING WINTER COAT DRIVE IN PARTNERSHIP WITH WILLOW DOMESTIC VIOLENCE CENTER

Rochester, NY – As the colder months approach, Seneca Park Zoo is partnering with the community to spread warmth through a special coat drive promotion, offering guests an opportunity to donate new and gently used coats in exchange for a discount on admission. Through November 30th Zoo guests receive \$2 off a ticket for every coat they donate. In partnership with Willow Domestic Violence Center, all donated coats will go directly to families supported by the Center.

How It Works

Donation: Guests drop off a coat at the designated collection bins located at the Zoo entrance.

Discount: For each coat donated, guests will receive \$2 off the price of a single general admission ticket.

Timeframe: The coat drive runs through November 30th.

Accepted Donations: Clean, gently used or new coats of all sizes are welcome, including children and adults.

"Working with Willow Domestic Violence Center is one way we can activate our community to help those in need. It is also a reminder that environmental conservation isn't solely about plants and animals, but about people, whose basic needs for safety and shelter are primary to our ecosystem," said Pamela Reed Sanchez, President and CEO, Seneca Park Zoo Society

"We're thrilled to partner with the Seneca Park Zoo this November to bring warmth and comfort to families in our community. Every coat donated represents more than just warmth; it's a gesture of care and community support for those who are facing challenging times. Together, we can help ensure that everyone in our community stays safe and warm this winter," said Meaghan de Chateauvieux, Willow President & CEO.

Guests can take this time to enjoy the Zoo in our colder months, which is when many animal species are most active. Have a soup or hot chocolate in the Trailside Café followed by a stroll through the Zoo for a perfect holiday outing. The Zoo is open daily from 10:00 a.m., 9:30 for members – 4 p.m. with last entry at 3:00 p.m.

For more information on the Coat Drive and for tickets, visit senecaparkzoo.org/coats2024.

About Seneca Park Zoo

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.

About Willow Center

Founded in 1979, Willow Domestic Violence Center is the only New York State-certified provider of residential domestic violence services in Monroe County. Willow has supported survivors of abuse for 45 years, reaching nearly 20,000 people each year in the Greater Rochester region. Willow provides a full continuum of free and confidential services, without judgment, including a 24/7 Hotline, emergency shelter, the Family Justice Center, counseling, mobile advocacy, legal services, court accompaniment, preventive education, and training programs. Call 585-222-SAFE (7233) or text 585-348-SAFE (7233).

Media Inquiries

Beth LaPierre, Director of Communications

blapierre@senecazoo.org

(585) 355-7436