

2

Summer
2005

ZOONOOZ

a quarterly publication of the Seneca Park Zoo Society

Discover Inside...



On the Back Cover
**Grin &
Bear It**



The Butterfly Garden Challenge
4
**Who's Visiting
Your Garden?**



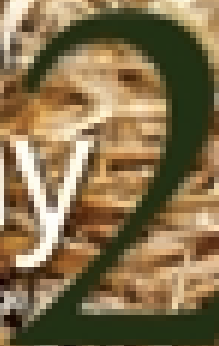
6
**Does Teddy
Need A
Checkup?**



Read our Amur Tiger gives birth!

Triple Play

Story by Heidi



Cat Tales



Kira, our eight-year-old Amur tiger, gave Zookeepers and Annual Meeting attendees a tremendous thrill by giving birth to a litter of cubs early in the morning on Saturday, May 21. **An experienced mother** – this is her third litter – Kira delivered a total of four cubs; three survived. There are two females and one male cub (they weighed in at 4.1 pounds, 3.8 pounds, and 3.7 pounds at 3 days of age). Recently, the cubs have begun to emerge from the den. In their first few weeks, live den footage was available via the LCD television screen in the ZOT Zone, giving visitors an inside look at how a tigress tends to her young.

This is a significant birth for the species, since there are now more Amur tigers in zoos than in the wild. Each newborn Amur tiger cub is critical to the survival of the species. We are delighted to support the efforts of the American Zoo and Aquarium Association (AZA) in Rochester, and we look forward to helping provide a safe, healthy environment in which these cubs can grow. We will follow the recommendations of the Tiger Species Survival Plan (SSP) in placing her offspring when they have matured. Seneca Park Zoo Director Larry Sorel plays a major role in those decisions since he serves on the Tiger SSP Committee.

Kira arrived at our Zoo in August 2004 as recommended by the Tiger SSP with the anticipation that she and Sasha, our five-year old male, would eventually breed. It worked!

FASTFACTS

Amur Tiger (*Panthera tigris altaica*)

The Amur (or Siberian) Tiger is the largest living cat in the world. The name 'Siberian' is actually incorrect because these tigers do not live in Siberia. They are found in Russian Far East in the Amur-Ussuri region of Primorski and Khabarovski Krai (States) while a few are across the border in northern China and Korea.

Weight of adult male: Up to 600 lbs.

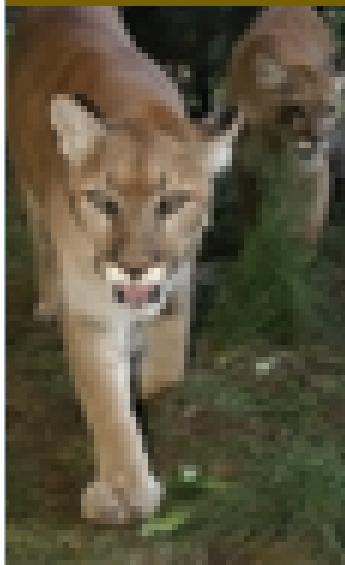
Weight of adult female: Up to 400 lbs.

Length of adult male: Up to 10 ft.

2

New Cougar Exhibit Opens!

On the Cat Walk



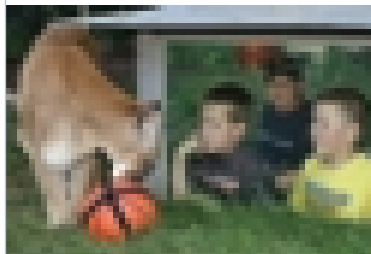
A pair of beautiful young cougars recently arrived at the Zoo from Hogle Zoo in Salt Lake City.

The big cats are residing in the new cougar exhibit, opened near the Rocky Coasts. Children have been eager to crawl into the viewing tunnels and protected dome to get an up-close look inside the cougars' space. The look of amazement and wonder in kids' eyes has been a thrilling sight for parents and Zoo staff alike.

This project was funded solely by the Seneca Park Zoo Society with support from Honeoye Falls-Lima community members. Special thanks

to John Nuccitelli for his leadership while managing this project.

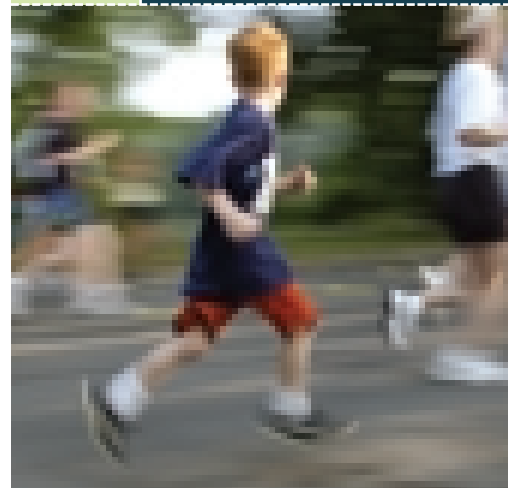
We expect that the Rochester community will "embrace" these beautiful animals and enjoy this unique exhibit for years to come.



The glass viewing area is designed to give visitor's a "nose-to-nose" experience with the cougars.

Sunday
JULY 17
8:30 a.m.

**Step it Up
for Your Zoo**



jungle jog



M & T Bank

W

Whether you like to run, power walk, or take an occasional leisurely stroll, sign up for the 15th annual "M & T Bank Jungle Jog" race.

There are three separate Jungle Jog events – choose the one that suits your pace. It's a great way for you and the whole family to get some exercise in the morning and relax the rest of the day at your Zoo.

There is FREE admission to Seneca Park Zoo for runners and their families on the day of Jungle Jog. See below for event entry fee.

Date/Time:

Sunday, July 17 at 8:30 a.m.

Admission:

For 5K race --

- \$18 in advance (fee includes T-shirt)
- \$20 to register the day before event outside the Zoo entrance from 10:00 a.m. – 1:00 p.m.
- \$22 day of event (please no credit cards on the day of the event)

For Seneca Park Mile --

\$12 Adult or Kids, Run or Walk (fee includes T-shirt)

For Kids' Fun Run --

FREE (open to kids ages 1-7 years only)

Reservations:

Registration is required! For a registration form or more information, call (585) 336-7200 or visit www.senecaparkzoo.org

Genny C. File

Through the marvels of medical technology,

we have glimpsed Genny C.'s calf for the very first time! In late April, Dr. Dennis Schmitt, professor at Southwest Missouri State University in Springfield Missouri, examined an ultrasound image provided by our elephant keepers, who were students in his class. Dr. Schmitt was able to identify the developing fetus — which was about the size of a beach ball at the time of the sonogram — using the ultrasound imagery.

Dennis Schmitt, MU DVM

Dr. Schmitt is a professor at Southwest Missouri State University in Springfield, Missouri and is a diplomat of the American College of Theriogenology. He travels the world examining and assisting reproduction of elephants in zoos and in the wild. He has also trained other veterinarians, including Seneca Park Zoo's Dr. Wyatt, in specialized techniques to assist elephants with reproduction.

After 10 years of research, Dr. Schmitt was the first person to successfully use artificial insemination in elephants. Dr. Schmitt's first elephant calf created by artificial insemination weighed 278 pounds at birth in November 1999.

See "Eye on Animals" story on page 5 for more about Genny C.

Vertebrae of calf's backbone

When we work together, the whole community wins.

You see each day for what it is: a new opportunity to work harder, grow stronger and reach higher. In that same spirit, Bank of America is proud to support the Seneca Park Zoo.

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First Place Winner

Maisie Merz



These first-place winners receive ZooShop gift certificates and a roar of approval from all of us here at the Zoo!

"Up to 6 years old" category:

Alexander Chernjavsky
of Webster

"7-9 years old" category:

Sarah Caley
of Rochester

"10-12 years old" category:

Brian LoTempio
of Rochester

M & T Bank Jungle Jog T-shirt Contest Winners!

Kids Let Their Imaginations Run Wild!

The M & T Bank Jungle Jog T-shirt Contest gave area kids an opportunity to flex their creative muscle. And judging from the many design entries we received, our local youth have lots of imagination. Five-year-old Maisie Merz of Rochester — that's right: five years old! — claimed the overall first prize in the contest. Way to go, Maisie!

In recognition of her outstanding design, Maisie receives a \$25 gift certificate to the ZooShop, a listing on the Zoo's website, and a ride in the lead car for the Jungle Jog 5K race on July 17. Plus, her family members receive T-shirts.

Congratulations to all of the kids who sent their creations to us, especially the talented young artists who earned first place honors in their respective age categories.

Register for Jungle Jog online at www.senecaparkzoo.org

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A Sizzling Summer at the Zoo!

A message from the
Zoo Society
Executive Director

Rachel August



Happy summer! One of our can't-miss attractions this summer is Kira and her adorable tiger cubs. This experienced mom – this is her third litter – had two females and one male on the day of our Annual Meeting. Talk about great timing! What a wonderful mom Kira is: I marvel at how she gently snatches her straying cubs with her sharp teeth and keeps their fur shiny and clean with her long tongue. The best time to see the cubs play is early or late in the day.

Have you heard? We now have two large, active male black bears summering with us. The duo has been a real crowd pleaser, splashing in the pool and chewing on tree limbs. Special thanks to Xerox Federal Credit Union for helping us inform the community about our visiting animal for 2005.

I was thrilled to learn the results of a recent opinion poll released by the American Zoo and Aquarium Association – and conducted by local Zoo sponsor Harris Interactive. The survey findings indicate that people recognize the power of zoos as an educational tool. For example:

94% of the public agrees that children are more likely to be concerned about animals if they learn about them at zoos, marine life parks, and aquariums.

95% agree that many of the successes to save endangered or declining species can be attributed, in part, to the work done in zoos and aquariums.

Our Animal Hospital is now open to the public. (Enter it from the lower road just to the north of the wallabies.) You can view the surgery suite and prep area and peek into the animal holding facility. Fortunately, the hospital is usually quiet due to preventive measures taken by the vet staff and zookeepers to monitor our animals and ensure healthy diets and ample exercise. Visit on Wednesdays or Thursdays at 11:30 a.m. to learn how the zookeepers and docents use food with unique smells or textures to keep our animals stimulated and active within their exhibits.

Finally, check out the display and poetry produced by the 5th graders from the World of Inquiry School at Luna and Nico's exhibit. From their study, students learned that wolves are loyal, intelligent, and misunderstood. This is exactly the kind of link we want to make between the classroom and special species of animal in our community Zoo.

Thanks for your great support of this Zoo in so many ways!

Rachel August

Chase-Pitkin Butterfly Experience Reopens

Back by popular demand, the interactive and relaxing Chase-Pitkin Butterfly Experience seasonal exhibit is open now through August. Stroll through the beautiful gardens in this netted exhibit that features several butterfly species and a reflecting pond. Use the exhibit's touch-screen displays to explore the anatomy and life cycles of butterflies.

Seneca Park Zoo Society is a founding member of the national Butterfly Conservation Initiative (BFCI). BFCI is a cooperative effort among U.S. zoos to preserve butterfly habitats, particularly Monarchs and the Karner Blue, New York State's only endangered butterfly.

Learn how you can impact nature by planting a garden in your own backyard and why butterflies are so important to our environment. This exhibit will teach you the basics about the flowers and plants butterflies rely upon for food and reproduction. More information about butterfly gardening is available at www.senecaparkzoo.org.

Butterfly Garden Challenge

Join in our butterfly garden challenge. Plant a butterfly garden, take a picture of it and send it to us at: Butterfly Garden Challenge, Seneca Park Zoo Society, 2222 St. Paul Street, Rochester, NY 14621-1097. Please provide your name, address, phone number, and email address. Only one entry per garden is allowed.

All garden photos will be included on a map inside the Chase-Pitkin Butterfly Experience exhibit, along with the 28 community gardens, so be sure to visit the Zoo often to witness the impact our efforts have on this community.

Entries must be postmarked by August 2, 2005. Your entry may be chosen for the following prize package (zoo membership, animal-related DVD, and 2 T-shirts). Get involved! After all, it is your community.

Butterfly Beltway Takes Flight Again

For the third consecutive year, the Daisy Marquis Jones Foundation funded Butterfly Beltway Project. In its fourth year, this program strives to raise awareness and participation in the conservation of butterfly habitats in western New York. Many local senior living facilities and special needs children's organizations are able to enjoy this hands-on, feel-good, conservation project.

Since 2001 the program has grown from five to 28 sites, giving more and more butterflies the opportunity to grow their species in the gardens we've created. The gardens now provide crucial egg-laying territory, food sources for the caterpillars and adults, and hiding and resting spots. With better habitat available, butterflies can perform their vital environmental role – pollination. Without butterflies (and birds and bees), we would not enjoy such a diversity of plants, flowers, fruits, and vegetables.

For more information about our Butterfly Beltway Project, please contact the Conservation Education Coordinator at (585) 295-7394.

eye on the animals



By: David Hamilton, General Curator

Genny C. ~ A Sight to Behold!

Based on the initial observations, it appears that Genny C.'s pregnancy is proceeding without complications.



Genny C. is New York's first and North America's eleventh African elephant to conceive after artificial insemination. The veterinary staff monitors weekly samples of the pregnancy hormone progesterone and performs weekly ultrasound

images of the fetus. Thus far, we have seen the calf's back and trunk. Genny C. is probably feeling kicks in her lower left abdomen, just in front of her knee.

Zookeepers continue to exercise Genny C. daily in hopes of keeping her total weight gain below 500 pounds as she proceeds toward a March 2006 delivery of a 250- to 300-pound calf. We'll keep you posted on further developments in upcoming ZooNooz issues.

By the way, plans are underway to build a new home for the Genny C. and her calf, so mother and child should have a spacious new home in 2006.

Den Mother Welcomes New Cubs

Kira, our female Amur tiger, gave birth to three beautiful cubs on May 21. Mother and her cubs are doing quite well. They may be venturing outside by the time you read this. If they aren't outside when you visit the Zoo, check them out on the monitor in the ZOT Zone. It provides a unique live look into Kira's den, where you can see how a tigress cares for her young.

Primate Update

The orangutan exhibit renovations took a little longer than we expected, but our great red apes will have a nice new home soon. We plan to improve the other outdoor primate exhibits as well. The spider monkey exhibit will no longer be a bachelor pad. Soon, we'll have a group of three female spider monkeys introduced to our male. When their exhibit is complete, they will live in an expanded home.

The spider monkeys' summertime neighbors are back again. We have three American alligators visiting from Florida. They'll be with us until mid-September.

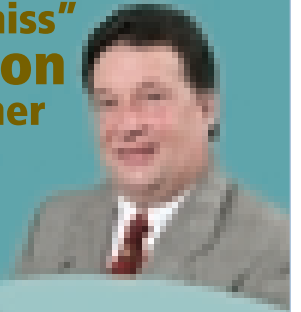
Thanks for Caring!

A big "Thank you!" to the Kodak and Rochester School for the Deaf groups that worked at the Zoo for their "Day of Caring" projects. These civic-minded volunteers accomplished a lot and helped us get the Zoo ready for spring.

The "can't miss" Destination this Summer

A message from the Zoo Director

Larry Sorel



A big hello to everyone and welcome to the middle of summer.

The Zoo is humming along like a well-oiled machine and visitors, animals and staff are enjoying life. As I walk through the Zoo and see all the excitement around, I reflect back on all we have done and I am very proud of the dedication and energy the staff has put into continuing to improve the Zoo. However, it was not just staff that made these improvements, we had many outside companies and people assisting us. We are grateful that they were able to help us improve the community in which we live. It is fascinating to see how the Zoo has the ability to touch everyone with the joy and wonder life every day!

We have almost completed the renovations I spoke of last time, the orangutans will soon enjoy their outside space and the east side of the Main Zoo Building looks completely different. We have opened the new cougar exhibit to rave reviews and are looking forward to further improvements as we move into next year.

Other new, and renewed visitor experiences to see this summer include the reopening of the Chase-Pitkin Butterfly Experience, the creation of a green space where the old animal hospital was and the opening of the new animal hospital to visitors. When we designed the new animal hospital we made sure we could give our visitors a peek "behind the scenes". This summer you will be able to see how we keep our animals healthy.

Finally, I would certainly be remiss if I did not mention that we had an **historic event at the end of May – groundbreaking for the new elephant** exhibit. We have discussed the particulars of this exhibit several times so I will not repeat it. However, I do want to point out the significance of this event. This will be the first time the Zoo has grown outside of its 10 acre footprint. It was only through the leadership of County Executive Maggie Brooks that we were able to bring together the various groups with an interest in the Zoo and the Park to arrive at a plan that suited the diverse desires of each to the greatest extent possible. We will continue this process to ensure, as best we can, that the community is heard as we consider future development.

As the summer continues we will be adding even more animals to your Zoo. So take advantage of the summer weather and come often to watch the Zoo grow and improve.



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JULY 17 See the story on page 2 for the details

Jungle Jog 

Seneca Park Zoo
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www.senecaparkzoo.org

JULY 18 See the story on page 12 for the details

Member Monday 

JULY 23 See the story on page 12 for the details

A Brand-New Perk for Seneca Park Zoo's Top Supporters
Saturday Speaker Series
 The Truth About Deforestation

JULY 23 A Docent-Sponsored Event

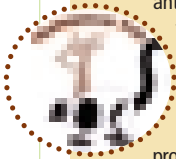
**Indulge in Fine Malagasy Fare, Culture
 Madagascar Fete**

We invite you to experience another world at the Madagascar Fete. Last year's event, organized by our docents, entertained and educated members and guests and raised nearly \$11,000 for conservation efforts abroad.

Join guest speaker **Dr. Patricia Wright**, an anthropology professor at SUNY – Stony Brook, for an evening filled with delicious Malagasy-themed foods, live entertainment and a Malagasy Marketplace. Take a chance in the exciting silent auction, raffles and more!

Proceeds benefit conservation and education projects in Madagascar.

Time: 6:30 – 11:00 p.m.
Admission: Tickets are \$50 for patrons (includes Pre-Fete cocktail reception) or \$30 for general admission.
Reservations: Pre-registration required! Call (585) 336-7213, or visit us online at www.senecaparkzoo.org to purchase your tickets today!



JULY 25 See the story on page 12 for the details

Member Monday 

JULY 31 Family Weekend Series

Flutter on Over, Butterfly Lover

Part two of this Sunday afternoon series. Join us as we examine how to plant a butterfly garden, and learn more about the butterfly life cycle and migration habits. This fun-filled family event will surely capture your kids' imaginations. And it will help them to understand the important role the butterfly plays in our ecosystem.

Children ages 5 and older must be accompanied by an adult.
Time: 2:00 – 3:00 p.m.
Admission: Members: \$6; Non-members: \$10 (ages 5-11), \$18 (ages 12 and up). Fee includes both July 31 and August 28 sessions and Zoo admission until grounds close at 6 p.m.
Reservations: Pre-registration is required! Visit www.senecaparkzoo.org or call (585) 336-7213 to make reservations.



AUG 1 See the story on page 12 for the details

Member Monday 

AUG 6 & 7



Treat Your Teddy to Some TLC

Bring your favorite stuffed animal to our annual Teddy Bear Clinic presented by **Excellus Blue Cross Blue Shield** at the Seneca Park Zoo – rain or shine. For a regular Zoo admission fee (FREE admission for Zoo members) and a "co-pay" of \$5 per "patient," your child's "well loved" stuffed animal (it does not have to be a teddy bear) will receive lots of tender loving care and a quick repair by health care professionals and **Build-a-Bear** folks.

Whether your cuddly creature needs a re-sewn eye, a sling for a dislocated arm, or just a bit more stuffing, each patient is sure to go home with a clean bill of health. The proceeds for this Seneca Park Zoo Society fundraiser benefit conservation and education programs at your Zoo.

Time: 10:00 a.m. – 4:00 p.m.
Place: Seneca Park Zoo, Event Tent next to the American Black Bears
Admission: \$5 (plus regular Zoo admission fee for non-members) Reservations are not required. Please call (585) 336-7200, or visit us online at www.senecaparkzoo.org for further details.

Presented by:
 

AUG 8

Member Monday 

See the story on page 12 for the details!

You've worked hard all year. So take a long weekend this summer, and enjoy your membership perk with the kids on Member Mondays. Stroll through the Zoo and take time out to enjoy carnival games and animal crafts specially made for Zoo members.

Time: 10:00 a.m. – 4:00 p.m.



AUG 12 Adult-only Event (ages 21 and older!)

ZOO BREW

Back by popular demand this summer is ZooBrew. (The first ZooBrew event of the year on May 27 attracted over 300 adults!)

Enjoy live Top 40 and modern music by **No Boundaries**. A cash bar and food will be available for your enjoyment. This event is presented by High Falls Brewery.

Time: 5:30 – 8:30 p.m. **Presented by:** 

Admission: Members: \$3 Non-Members: \$5

AUG 13

Bunk with the Beastzzzzz

Family Overnight at the Zoo

Join us for "Bunk with the Beasts," a dream-come-true overnight getaway for families this summer.

Enjoy an evening full of games, activities, and an amazing animal presentation. Overnight guests will stay in the Rocky Coasts Gallery (one large room) at your Zoo. This unique family event includes a pizza dinner and drinks, a nighttime tour, and a late night snack. The following morning we will rise at 7:00 a.m., have a light breakfast and take a morning tour from 8:00 – 9:00 a.m. to see what happens in the Zoo before the gates open.

Important Notes:

- Children must be at least age 5 or above to participate.
- Bring whatever gear you need to spend the night (sleeping bag, air mattress, pajamas, toothbrush, etc.).
- This program is held rain or shine.
- A minimum of 25 total participants is required to hold this program. No refunds unless the program is cancelled.

Time: 5:30 p.m. – 9:00 a.m. (the next morning)

Admission: \$20/members ages 5-18; \$15/members ages 18 and older; \$25/non-members ages 5-18 and \$20/non-members ages 18 and older.

Reservations: Pre-registration is required! Call (585) 336-7214 or visit www.senecaparkzoo.org to make reservations.

AUG 13 See the story on page 12 for the details

A Brand-New Perk for Seneca Park Zoo's Top Supporters
Saturday Speaker Series
Polar Bears, Their Changing World



AUG 15 See the story on page 12 for the details

Member Monday



AUG 17 A Family Fun Night Event

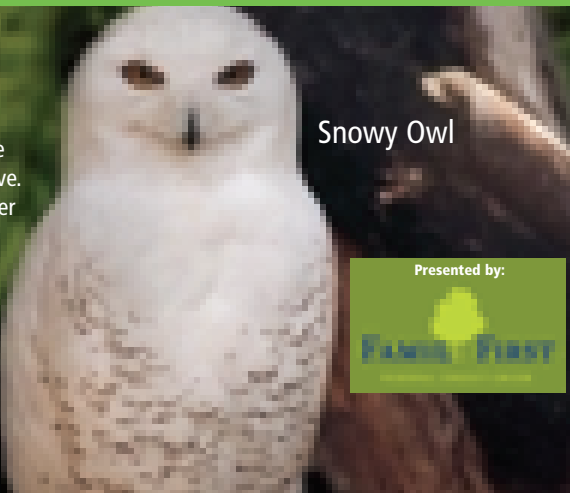
Animals of Harry Potter

You've probably read the book and the seen the movie – if you haven't, chances are the kids have. Sit around our cauldron, and enjoy a pizza dinner and meet the animals of Hogwart's in person.

Time: 6:00 – 8:00 p.m.

Admission: Members: Ages 2 and up, \$6.25
Non-Members: \$8.75

Reservations: Pre-registration required! Call (585) 336-7213, or visit us online at www.senecaparkzoo.org to purchase your tickets today!



Snowy Owl

Presented by:



Aug 20



Road Trip!

Cruise for Your Zoo

Rev up your Harley, Yamaha, Chevy, Ford, or whatever you're ridin' or drivin', and motor on over to the "Cruise for Your Zoo" benefit ride. All proceeds support the Seneca Park Zoo Society's education and conservation programs.

This escorted 75-mile ride begins at the **Country Rod Motowerks** in Fairport (286 Macedon Center Road) with a **FREE** continental breakfast and concludes at Seneca Park Zoo. We'll have some tasty eats ready when you arrive at the finish line, too! (Entertainment and refreshments will be provided from 1:00 – 4:00 p.m.)

The event is supported by:

The Women's Motorcyclist Foundation
www.womensmotorcyclistfoundation.org

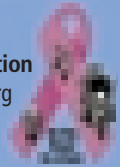
Pre-Registration

(online at www.senecaparkzoo.org): \$20/bike or car and \$5/passenger when you pre-register. Pre-registration fee includes T-shirt (for drivers only) and Zoo admission on August 20 (additional T-shirts can be purchased for a fee, while supplies last).

Day of the Ride: The fee is \$20/bike or car and \$5/passenger. (Zoo admission for Aug. 20 is included; T-shirts can be purchased for an additional fee.)

Time: Registration/Check-in is 8:30-9:45; Cruise runs from 10:00 a.m. – 4:00 p.m.

Reservations: Registration required! Call (585) 336-7200 for more information or visit www.senecaparkzoo.org.



Aug 20

Snakes & Friends



Learn more about these fascinating reptiles and their important role in our ecosystem. You might be surprised at some of the facts you learn. Enlightened with this knowledge, you can visit with some of our snakes and friends that reside here at the Zoo – and surprise them with your insight about their world!

Time: 10:00 a.m. – 4:00 p.m.

Admission: Free with paid admission.

Reservations are not required.

Aug 28 Family Weekend Series



Butterfly Bonanza!

Series Finale

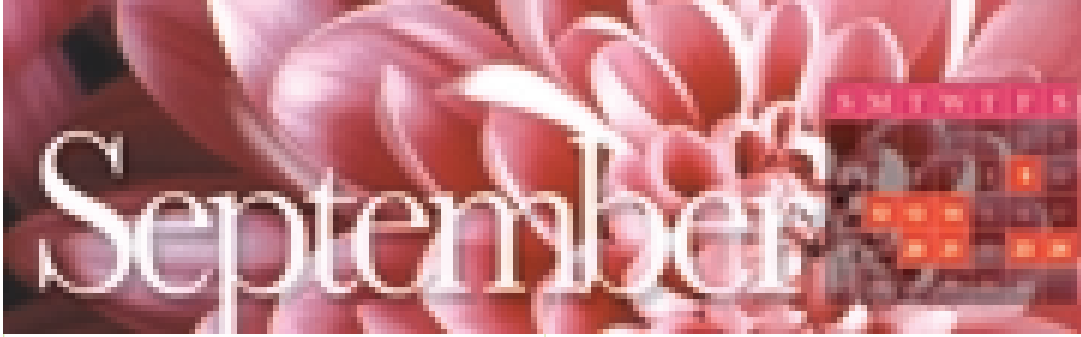
Join us for the grand finale of our three-part series on planting and learning about butterfly habitats and their benefits to our environment. The series comes to a dramatic finish with a butterfly release.

Children ages 5 and older must be accompanied by an adult.

Time: 2:00 – 3:00 p.m.

Admission: Members: \$6; Non-members: \$10 (ages 5-11), \$18 (ages 12 & up). Fee includes both July 31 and August 28 sessions and Zoo admission until grounds close at 6 p.m.

Reservations: Pre-registration is required! Visit www.senecaparkzoo.org or call (585) 336-7213 to make reservations.



SEPT 21 A Family Fun Night Event

Creature Features

Animals have remarkable survival skills that enable them to fend off predators and cope with changes to their natural habitat. Bring your family and learn how some of the amazing animals in our Zoo use their natural defenses and coping skills to survive in their natural habitat. Kids will have an opportunity to design their own animal creatures. This event promises to be both entertaining and educational.

Time: 6:00 – 8:00 p.m.

Admission: Members: Ages 2 and up, \$6.25
Non-Members: \$8.75



Reservations: Pre-registration required! Purchase your tickets today, call (585) 336-7213, or visit us online at www.senecaparkzoo.org

SEPT 9 Adult-only Event (ages 21 and older!)

Enjoy live music by **Last Minute Blues Band**. A cash bar and food will be available for your enjoyment. This event is presented by High Falls Brewery.

Time: 5:30 – 8:30 p.m.

Admission: Members: \$3
Non-Members: \$5

Presented by:

SEPT 14



Calling all volunteers!

Be sure to join us for the Volunteer Meeting in the Conference Center. Learn about the difference you're making and explore new volunteer opportunities.

Time: 6:30 p.m.

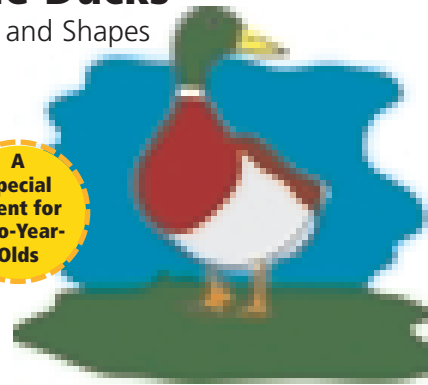
Location: Conference Center

For More Information: Please contact Jan at (585) 336-7217 or email jpreston@senecaparkzoo.org

SEPT 20 & 23 Zoo Discovery Class

Little Ducks

Colors and Shapes



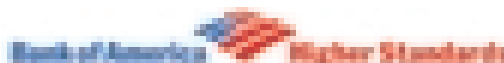
Little Ducks – Colors and Shapes is a special event for two-year-old kids who are accompanied by a parent or caregiver. Stripes and polka dots, brilliant orange to darkest black – find them all at the zoo. Adults are required to attend with the child. Songs, activities, a snack and a close-up look at one of our education animals is included in this program.

Time: 10:15 and 11:30 a.m.

Admission: Members: \$12; Non-members: \$18

Reservations: Pre-registration required! Call (585) 336-7213, or visit us online at www.senecaparkzoo.org to purchase your tickets today!

Presented by:



SEPT 12 & 13



Radical Reptiles

(for Kindergarteners)

Snakes, lizards, and turtles, oh my! Learn all about these scaly (not slimy!) critters that slither, swim, and crawl around the earth. It's an ideal way to introduce Kindergarteners to the wonderful world of reptiles.

Time: 9:30 – 11:00 a.m (Saturday, Sept. 12);
1:00 – 2:30 p.m. (Sunday, Sept. 13)

Admission: Members: \$18; Non-members: \$22

Reservations: Pre-registration required! Call (585) 336-7213, or visit us online at www.senecaparkzoo.org to purchase your tickets today!

SEPT 24



Bunk with the Beastzzzzz

Family Overnight at the Zoo

Join us for "Bunk with the Beasts," a dream-come-true overnight getaway for families this fall.

Enjoy an evening full of games, activities, and an amazing animal presentation. Overnight guests will stay in the Rocky Coasts Gallery (one large room) at your Zoo. This unique family event includes a pizza dinner and drinks, a nighttime tour, and a late night snack. The following morning we will rise at 7:00 a.m., have a light breakfast and take a morning tour from 8:00 – 9:00 a.m. to see what happens in the Zoo before the gates open.

Important Notes:

- Children must be at least age 5 or above to participate.
- Bring whatever gear you need to spend the night (sleeping bag, air mattress, pajamas, toothbrush, etc.).
- This program is held rain or shine.
- A minimum of 25 total participants is required to hold this program. No refunds unless the program is cancelled.

Time: 5:30 p.m. – 9:00 a.m. (the next morning)

Admission: \$20/members ages 5-18; \$15/members ages 18 and older; \$25/non-members ages 5-18 and \$20/non-members ages 18 and older.

Reservations: Pre-registration is required! Call (585) 336-7214 or visit www.senecaparkzoo.org to make reservations.

Volunteering At Seneca Park Zoo

Donate Your Time, Talent as a Zoo Volunteer

Summer is the busiest season of the year at the Zoo. Our calendar is filled with exciting programs and events. And we would welcome your helping hands and participation in our fundraising efforts.

Some of the event volunteer opportunities include decorating the Zoo, setting up for events, selling merchandise and raffle tickets, staffing game and craft booths, face-painting, acting as costumed characters, working as a parking lot attendant, or helping with registration, food distribution, clean up, etc. As you can tell, there's a lot you can do to help your Zoo!

There will be one more volunteer meeting on Sept. 14 to discuss upcoming events and opportunities. They will be held here at the Zoo in the Education and Animal Hospital Complex. Please join us at one or both meetings to find out more about volunteering and what is new at the Zoo.

Call (585) 336-7217 to find out more about becoming a volunteer or if you want to attend one of the volunteer meetings. You can also print the volunteer application from our website at www.senecaparkzoo.org, under the index of "Join/Support" and mail it to Jan Preston, Volunteer Coordinator, Seneca Park Zoo Society, 2222 St. Paul Street, Rochester, NY 14621-1097.

Our New ZooTeens Rule!

You may be familiar with the red-shirted teens that lend color and a youthful spirit to our Zoo each summer. **This year, we have over 100 teens participating in our ZooTeens program.** These energetic and highly responsible young people help our education department by chatting up visitors throughout the Zoo.

Once again, the **ZooTeens will be presenting "Conservation Stations,"** which use fun games and demonstrations to teach visitors and members about conservation issues facing the Zoo's animals. These stations also offer potential solutions to common environmental issues.

Returning this year will be the popular "Backyard Composting Station," where visitors can play a sorting game that instructs them



ZooTeens, left to right: Emily, Maddy, Alice, and Catherine

what can and cannot be composted. Participants are also encouraged to create a backyard compost system of their own. At "Rainforest Remedy," visitors can help ZooTeens make tree-free paper from fruit and vegetable scraps and learn about saving the rainforest. Our ZooTeens will also be presenting Bug Zoo, assisting in a popular new exhibit (ZOT Zone), and offering face painting for our young guests.

Grapenstetter Award for Outstanding Volunteerism

Going Above and Beyond the Call

At last year's annual meeting, a new award was established to recognize and reward the Zoo's most dedicated volunteer. The Jim Grapenstetter Award for Outstanding Volunteerism will be presented annually to the volunteer who demonstrates outstanding dedication and devotes exceptional time and effort to the Zoo.

Lynn Willard was the second recipient of the Grapenstetter Award (2004)

for all of her time, variety of volunteer efforts, and friendly, patient attitude. Each week, Lynn backed up the Society receptionist. She volunteered at many fundraising events and helped in the Membership Office.

Congratulations and thank you, Lynn!

We want to express special thanks to all of our magnificent volunteers who do so much for your Zoo. We know there are many volunteers worthy of the award, and we look forward to recognizing another extraordinary volunteer next year.



What's Up in October?

3-4 Animal Disguises
(Kindergarten Class)

4,7 Bank of America Zoo Discovery Classes — Animals in Motion

5 Radical Reptiles

15 Genesee Trail Day

22-23 & 29-30 ZooBoo



ZooBoo!

Oct. 22-23, 29-30
10:00 a.m. - 4:00 p.m.

Save the date for ZooBoo, Seneca Park Zoo Society's 4th annual daytime Halloween event.

Come dressed in your favorite costume and explore the Zoo as it's transformed into a safe place to Trick-or-Treat that is "merry-not-scary" for the little ones. Go on a scavenger hunt, play games, create Halloween crafts, check out the Amazing Animal Presentations and live entertainment! Best of all, because ZooBoo takes place during the day, you can see and enjoy the stars of the Zoo — our animals!

There will be a cost to participate in the trick-or-treat/scavenger hunt, some games, and crafts. ZooBoo is a fundraising event for the Seneca Park Zoo Society. Proceeds go towards education and conservation programs at your Zoo. Please call (585) 336-7200 for further information. No reservations are required for this event.

Want to get involved in ZooBoo this year?

Make a scarecrow as a group project or family and enter in a contest to win:

- Berry Best Bear Scarecrow
- Most Merry-Not-Scary Scarecrow

Are you a musician or a juggler or how about a story teller that would like to get some exposure (how does 1,500 people a day sound)? Consider donating a performance (or two) for any of the 4 days. You get to make a name for yourself and feel good in the process knowing that you've helped to make a difference for the education and conservation programs here at the Zoo! Please call (585) 336-7202 for further information.



Every Day is a Great Day to Visit Palmer's Retail Store. Satisfying Rochester for Two Generations



"don't clam up support the zoo!"

Greater Regional Market: 272-9470
900 Jefferson Road Rochester, NY



Party Hearty at the Zoo!

Does your son or daughter have a birthday coming up soon? Don't want to go through the muss and fuss of having the party at home, where all the kids will run wild? Why not let the Zoo host a party

Party Pointers

- Your host will greet you and your guests at the gate.
- Parties will be held in a decorated classroom in Z.O.T. Zone (the new building).
- Parties for kids ages 2-8 include Hefty ZooPals plates.
- Your host will assist you with getting gifts to your car at the end of the party.

your child and his or her guests will long remember. It's a fun, educational, and safe way to celebrate – and it's a great value!

New Birthday Party Options

Basic Package: Includes invitations with Zoo admission for one child and one adult, an animal presenta-

tion, pizza, dessert, drinks in animal-shaped cups, and a special gift for the birthday child.

Ages 2-5 (includes basic package, story, craft, and activity) Special Features:

- **Down on the Farm** – Join in a barnyard chorus as we discover who lives on the farm. Meet some domestic animals up close and make a farm animal craft to take home.
- **Furry Friends** – Snuggle up for a story about furry animals. Experience firsthand, some different kinds of fur and make a fuzzy craft to take home.

Ages 6-8 (includes basic package, tour, craft, and activity) Special Features:

- **Creepy Crawlies** – Meet some misunderstood creatures who have lots of legs or no legs at all. Make your own creepy dessert and a craft to take home.
- **Radical Rainforest** – Create a rainforest right in our party room then meet some animals that live there. Make a hopping frog to take home.

Ages 9-12 (includes basic package, tour, and activities) Special Features:

- **Ferocious Feast** – Figure out what an animal eats by looking at its teeth, just like scientists do. Meet some animals up close and then take a behind the scenes tour of our diet kitchen.
- **Endangered Species** – Learn why animals are endangered and see some of our Zoo's endangered animals. Find out what zoos and you can do to help.

All ages! (includes basic package, tour, craft, and activity) Special Features:

- **Butterflies** (June-September only) – Enjoy these beautiful and unique creatures during their short season. See how Seneca Park Zoo and you can create a butterfly beltway.
- **Winter Wonderland** (January-March only) – Learn what strategies animals use to survive cold weather. Take a tour to the Rocky Coasts and make a cool craft to take home.

Cost: \$19.95 per child. Zoo members get a 10% discount! For an additional \$5 per child, you can add "goody bags" (each one contains at least 5 theme-related items!)

For more information...

visit us online: www.senecaparkzoo.org
email: education@senecazoo.org
or call: (585) 336-7213

What Do You Call That Cat?

by Lynn Harris, Docent

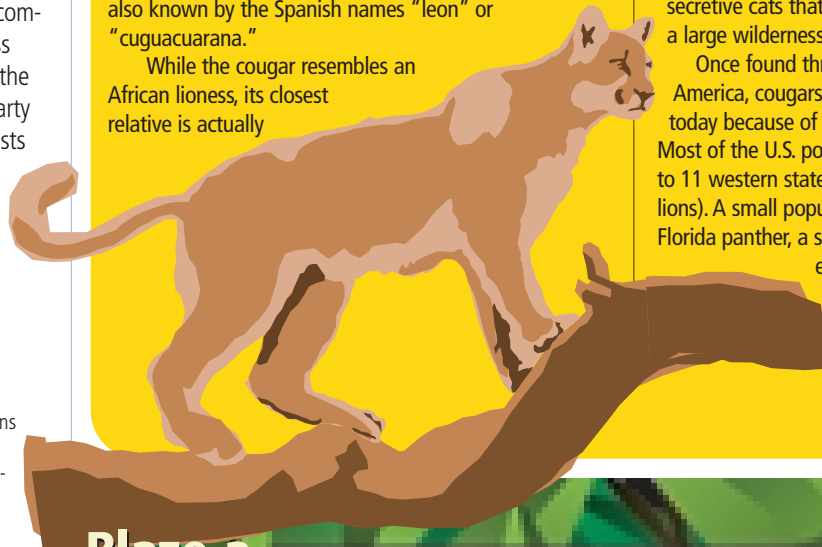
Biologists identify cougars by the scientific name Puma (Felis) concolor, meaning "cat of one color." But depending on where it lives in its range through North America, this cat can be called a puma, mountain lion, catamount, painter, or panther. In South America, it is also known by the Spanish names "leon" or "cuguacuarana."

While the cougar resembles an African lioness, its closest relative is actually

the jaguarundi, a small cat native to Central and South America. Scientists believe both cats descended from an ancestral cougar/puma that emigrated from Asia by crossing the Bering land bridge thousands of years ago – even before your parents and grandparents were born!

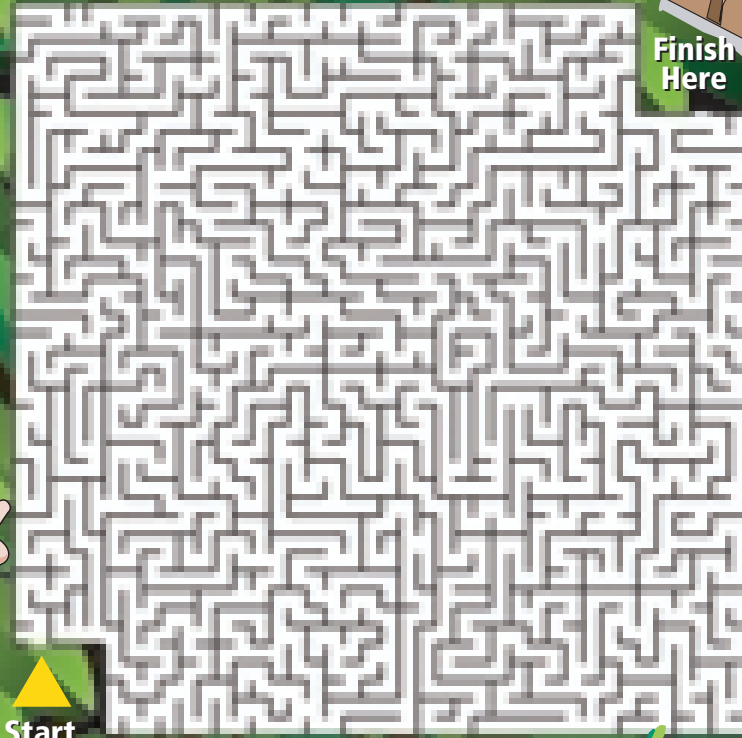
Cougars are at home in many environments – from deserts, swamps, forests, and tropical jungles to foothills and rugged mountains. They are normally secretive cats that shun humans. Their primary need is a large wilderness with an adequate food supply.

Once found through much of North and South America, cougars have a much more limited range today because of increased land use by humans. Most of the U.S. population of these cats is now limited to 11 western states (where they are called mountain lions). A small population (30-50 individuals) of the Florida panther, a subspecies, is protected as an endangered species and tries to survive in that southern state.



Blaze a Trail!

Abbey & Zach went exploring in the jungle and have lost their way. Can you help them find their way back to their camp?



Start Here

Finish Here

Critter Quiz

I am a reptile. I am tan or pale green in color, and my body and tail are ringed with faint black bands. I come from South America, the Lesser Antilles, and Virgin Islands. I average 4-6 feet in length and can weigh up to 30 pounds. My tail is much longer than my body. As a youngster, I eat insects and small animals, but as I get older, I prefer fruits and vegetables. I am often purchased as a pet, but when I grow too large, I become unwanted. I am sometimes abandoned in the woods but I can't survive in the climate of Upstate New York. **Who am I?**

Send your answer

to: Critter Quiz c/o
SPZS, 2222 St. Paul Street
Rochester, NY 14621-1097

Answers must be postmarked by **July 30, 2005**. Include your

name, address, and daytime phone number. We will draw from all the correct answers. One lucky winner will receive a \$10 gift certificate from the ZooShop.

Congratulations to our Spring winner, **Juliet Ellison** of Penfield, who correctly identified the Blue-eared Pheasant.



Hot Fun in the Sun

The school year has just wrapped up, so you still might be looking for safe, wholesome fun for the kids this summer. It's not too late to enroll your kids in one of your Zoo's fun, educational Summer Camp programs. All camps include crafts, an animal encounter, a tour of the Zoo, t-shirt, and much more. Sign the same child up for more than one camp and receive a \$10 discount. It's a great value for you and the kids!

Summer Camp Pricing:

- 9 a.m. – noon camp: \$90 for members (\$110 for non-members)
- 9 a.m. – 4 p.m. - \$160 for members (\$180 for non-members)
- Before care (8 a.m. – 9 a.m.) for one day is \$5. If you sign up for the whole week, you will receive a discounted rate of \$20.
- Aftercare (4-5 p.m.) will also be provided at a rate of \$5/day or \$20/week.

Summer Camp Options:

To find the right camp for your child, please go by the grade your child completed in June 2005 to determine which camp is most appropriate for your child.

Grades K-1

Time: 9 a.m. – noon or
9 a.m. – 4 p.m.

July 25-29: Your Big Backyard

Did you know there's a wild, wonderful world just outside your door? Explore the amazing critters that make their homes in your backyard.

August 8-12: Animal Masquerades

Now you see me, now you don't! Discover how color, patterns, markings, and shapes help animals to hide from their predators.

August 22-26: Predator or Prey?

Discover whether animals are predators, prey, or possibly both. Learn why they eat what they eat and how they capture it.

Grades 2-3

Time: 9 a.m. – noon or
9 a.m. – 4 p.m.

July 18-22: Leapin' Lizards

Examine the differences between reptiles and amphibians. Find out why the similarities are less than skin-deep!

August 1-5: Home is Where the Habitat is

Come explore habitats around the world, and encounter the diverse groups of animals that call these places home.

August 15-19: Animal Olympics

Discover how animals from around the world can thrill us with their feats of strength, speed, hearing, and sight.

August 22-26: Secrets of Survival

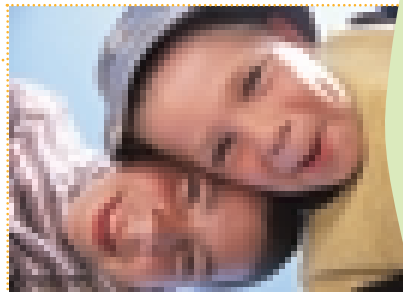
Most animals have to compete for their food while trying to stay off someone else's dinner menu. Because of this there are animals that can change shape, run fast, and eat strange food. Come learn the Secrets of Survival!

Grades 4-5

Time: 9 a.m. – noon or
9 a.m. – 4 p.m.

August 1-5: Rainforest Realms

Enter the depths of the rainforest and discover some of the world's most intriguing animals. Investigate with us the different layers of the rainforest and the animals that live there.



Grades 6-7

Time: 9 a.m. – noon or
9 a.m. – 4 p.m.

July 18-22: Magnificent Madagascar

Madagascar is an island, far, far away from Rochester, and unlike any other place in the world. Join us as we discover this exotic island's unique habitats and endangered wildlife.

August 8-12: So You Want To Work at the Zoo

Have you ever really wanted to know what different types of jobs there are at the Zoo? Come join us as we examine zoo careers. Learn how to "build" your own enclosure.

Grades 7-8

Time: 9 a.m. – 4 p.m. ONLY

July 25-29: Jr. Zoologist

Whether you want to be a Keeper, a Vet, or the Director, zoos offer a variety of different career choices. Join us for a week of career exploration.

August 15-19: Animals in Art

Explore how animals have been portrayed in art throughout history and how art is used to enrich the lives of our Zoo animals. Don't miss the opportunity to see some live animal artists in action and create your own animal art.

For more information on Summer Camp

please email education@senecazoo.org or call (585) 336-7213. To register online, visit www.senecaparkzoo.org. When making your reservation, please be sure to include your child's shirt size (youth or adult).

Wish List

To donate any of these items, call (585) 336-7217 or email jpreston@senecazoo.org

We gratefully accept items that have been "lightly used" and are in good working condition. New items are preferred. We ask that donated tools be commercial quality.

Thank you for your generosity!

- 10' x 12' storage shed and 8' x 8' storage shed
- 6' metal/aluminum ladder
- Any tools: power drills, electric drills, socket sets, hacksaws, hammers, hand tools, etc.
- Art supplies: non-toxic paint, brushes, canvases, poster boards, large picture frames (good condition), easels, smocks, pencils for sketching, construction paper, crayons, glue sticks, and molding clay
- Boat bumpers, buoys, and rounded anchors
- Carpet sweeper
- CDs with children's songs on them (e.g., birthday songs, etc.)
- Chain saw(s)
- Children's books about animals
- DVD player
- Flashlights
- Food extracts (banana, vanilla, orange, etc.)
- G & PG-rated videos and DVDs about animals
- Gardening tools and garden hoses
- Heavy-duty chain, any length (rust-free)
- Heavy metal stone rakes
- Heavy-duty push brooms
- Hedge clippers – electric
- Hunting lures
- Ice machine – restaurant type
- Lawn mower
- Leaf blower (gas or electric)
- Metal-halide light ballasts (175, 250, or 400 watt)
- MIG welder
- New Rubbermaid garbage cans
- Plastic chain
- Plastic milk crates
- Portable boom-box-style CD players
- Small pressure washer (gas or electric)
- Snow blower
- Storage totes / shelves (vinyl)
- Thermographic camera
- Unopened Pupperoni, Pounce, and other dog or cat treats
- Weed wacker
- Wheelchairs
- Wide-mouthed shovels

class Full

Event & Summer Camp Registration

You may also register online with a credit card at: www.senecaparkzoo.org

Mail this completed form with your payment and a self-addressed stamped envelope to: Education Dept., Seneca Park Zoo Society, 2222 St. Paul Street, Rochester, NY 14621-1097

PARTICIPANT NAME _____ DATE OF BIRTH _____

ALLERGIES _____ EMERGENCY PHONE NUMBER _____

STREET ADDRESS _____

CITY / STATE / ZIP _____

PARENT / GUARDIAN NAME _____

I'm A Member I'm Not a Member

MEMBERSHIP NUMBER _____

DAYTIME PHONE _____ EVENING PHONE _____

EMAIL ADDRESS _____

EVENT / SUMMER CAMP SESSION	\$
	FEE
EVENT / SUMMER CAMP SESSION	\$
	FEE
EVENT / SUMMER CAMP SESSION	\$
	FEE
	\$
	TOTAL

Shirt Size (For Summer Camp Participants): _____

METHOD OF PAYMENT

Check (payable to Seneca Park Zoo Society)

Credit Card: MasterCard VISA Discover AMEX

CREDIT CARD NUMBER _____ EXPIRATION DATE _____

CUSTOMER SIGNATURE _____

NOTE: Minimum of 5 registrants per class. Zoo reserves the right to cancel classes due to insufficient registration or weather emergency.

Membership Has Its Benefits

15%
OFF

MEMBERS-ONLY DISCOUNT!

Get 15% Off on ZooShop Items – Every Day!

Zoo Members now receive a daily 15% discount at the ZooShop. Take advantage of this increased discount and support important Seneca Park Zoo Society programs.

As a Seneca Park Zoo Member, you enjoy all kinds of great perks, including:

- Free admission to the Seneca Park Zoo 364 days a year (closed the first Saturday in June for Zoobilation, our gala fundraiser). **We're open year-round!**
- Free or discounted admission to more than 150 other participating zoos and aquariums across the nation
- Free *ZooNooz*, our new-and-improved quarterly magazine
- Discounts on education classes, camps, and birthday parties at the Zoo
- Enjoy early access to your Zoo from May 1 through September 30. **ONLY** members may enter our Zoo at 9:00 a.m. – one hour before we open to the public. Get a head start on the crowds!
- 15% discount at the ZooShop
- Four 10% discount coupons for the Eagle's Landing Café at your Zoo
- Our Zoo members are eligible to join Xerox Federal Credit Union
- Discounts at area business partners.
- Enjoy carnival games and crafts for members only on Member Mondays – July 18 and 25, August 1, 8, and 15 (10:00 a.m. to 4:00 p.m.)
- Invitations to member-only events and discounted fees or special promotions at Zoo special events like ZooBoo in October
- **Last but not least!** Your Seneca Park Zoo membership helps support the many fabulous education and conservation programs at your Zoo!

Just a reminder to show your picture ID with your membership card at the Seneca Park Zoo and when you take advantage of reciprocal benefits at other zoos and aquariums across the nation and in Canada. Our goal is to avoid unauthorized use of your card and protect membership benefits for all of our members.

New membership gift bag – Available for only \$10 each when you purchase of a Zoo membership. Makes a great gift.



The new 2005 member-exclusive T-shirts are now available at the Member Booth. You'll get two FREE shirts at the Household Plus, Penguin Circle, or Special Friend level – a \$30 value. (Members at any level can purchase shirts for \$15 each.)

RENEW ONLINE

We're a conservation organization and want to encourage you to save paper and postage by renewing your Zoo membership online at www.senecaparkzoo.org

It's easy! Click on Join/Renew Membership in the upper left-hand corner of our website's Home Page. **Thank you for your support of the Zoo!**

Mondays Are Made for Members

You've worked hard all year. So take a long weekend this summer and enjoy your membership perk with the kids on Member Mondays. Stroll through the Zoo and take time out to enjoy carnival games and animal crafts specially made for Zoo members.

Stop at the front gate to get your wristband ID, and then check out the Main Event Tent by the American Black Bear exhibit and the new Green Space across for the ZOT Zone for member-exclusive activities. Twenty-five cent tickets for activities are available for members the day of the event. Or you can get 5 tickets for \$1 in advance at the Member Booth.

Dates: July 18 & 25 and August 1, 8 & 15
Time: 10:00 a.m. – 4:00 p.m.



A Brand-New Perk for Seneca Park Zoo's Top Supporters...

The Exclusive Saturday Speaker Series

We have unveiled a series of fascinating talks and presentations for our Special Friend Level Members (\$250 or more) and members of the Society of Zoo Supporters (donors of \$500 or more in the past twelve months). Addressing topics related to wildlife preservation, conservation and the animals at your Zoo, the Saturday Speaker Series is offered *exclusively* to the Zoo's top supporters (and their guests) as an expression of our gratitude for their generosity.

Each presentation will include a behind-the-scenes experience or an up-close-and-personal animal visit. Best of all, **it's FREE!**

If you are already eligible to attend and would like to RSVP, if you would like more details about these exclusive presentations and other Special Friend member benefits, or if you would like to become a Special Friend Level Member or join the Society of Zoo Supporters, please call Karen Panosian, Membership Director, at (585) 336-7216.

Speaker Series Topics Include...

The Truth About Deforestation – Saturday, July 23, 1 p.m.

David Bell, Seneca Park Zoo Zookeeper for the past four years, who traveled to Costa Rica in 2004 and has been studying rainforests for 10 years, explores some of the facts and falsehoods surrounding deforestation.



Polar Bears, Their Changing World – Saturday, August 13, 1 p.m.

Kara Masaschi, Area Supervisor for Rocky Coasts, who attended the first-ever International Conference on Polar Bear Conservation at the San Diego Zoo in January 2004, takes on a journey that follows the ever-changing path of these fascinating creatures.



All membership levels have benefits. But high levels of Zoo membership and support have EXTRA exclusive perks such as this. It's our way of saying thank you!

Annual Meeting Recognizes Special Achievements

Seneca Park Zoo Society held its annual meeting on Saturday, May 21 at the Eagle's Landing Pavilion. Nearly 120 members attended the event to hear about the accomplishments made in 2004 and the plans for 2005.

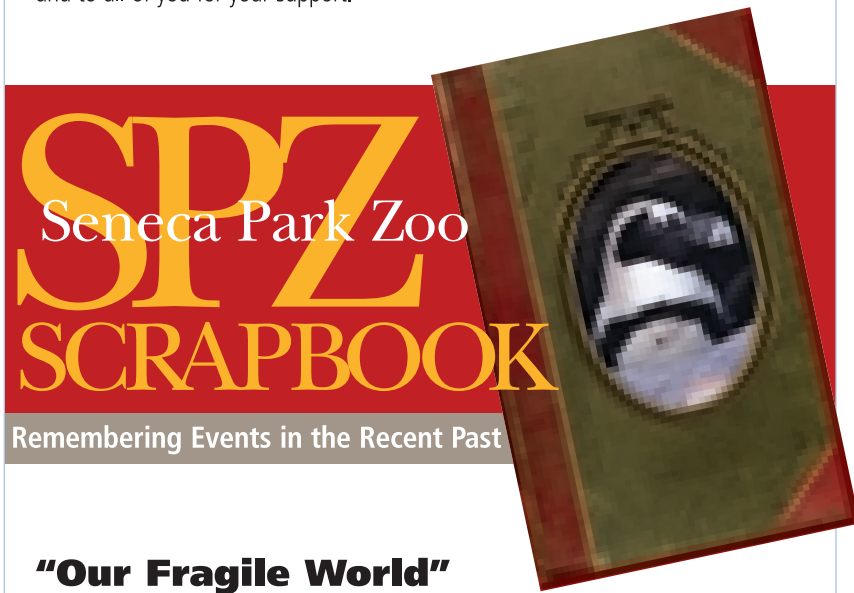
William Strassburg, Chair, presented a recognition award to **Don McNelly**, Trustee Emeritus, who has been actively involved with the Zoo for nearly fifteen years. McNelly now has his own bench, honoring his commitment to the Zoo.



Left to right – Don McNelly, Ham Clark, Roy Dornfeld, Rachel August, Bill Strassburg, Donna Fielding and Jim McElheny.

The Jim Grappenstetter Outstanding Volunteer Award was bestowed to **Lynn Willard**, recognizing her great commitment (over 130 hours of volunteer work) to the Seneca Park Zoo Society.

Our special thanks goes to **Tim Hortons** for providing the beverages and delicious Timbits for the meeting – and to all of you for your support.



"Our Fragile World" Attracts Young Minds

The 11th Annual "Our Fragile World Event" (May 6-7) drew 310 kids from six area schools, including the Hillel School, Greece Odyssey, The Children's School (School #15), Allendale Columbia School, St. Charles Borromeo School, and Christ the King School. Fortunately, the weather "smiled" upon the two-day event, helping us to draw impressive crowds (1,241 attended on Friday and another 2,322 on Saturday).

Government organizations, environmental not-for-profit organizations, and companies working on environmentally friendly practices spread the important message that we need to be respectful of our world. The event featured 27 exhibits and five docent-run tables, where kids learned how the earth gives us food, water, air, and shelter and deserves great respect in return.

We express a special thank you to our sponsor, **Genencor International**, and our great appreciation to all the booth participants and our volunteers from Frontier Corporation, ARC of Monroe County, and the general public. Without the involvement of these fine organizations and individuals, this event would not have been possible.

We'll host this event again next spring. In the meantime, we ask you to spread the word about this wonderful environmental fair.



Zoobilation '05 ~ One Wild Evening

Zoobilation '05 was a rousing success for your Zoo and a memorable night for all who attended.

(Word has it the Zoo's nocturnal animals settled into bed before some Zoobilation revelers!) The Zoo Society's signature gala and largest fundraiser of the year drew 568 "party animals" to your Zoo on Saturday, June 4. Guests sipped on lively champagne, fine wines from New York State's own leading vineyards, and dry, spirited martinis. They also sampled from a variety of delectable foods and dessert trays and enjoyed live entertainment, dancing, live and silent auctions, and special animal exhibits.

The Zoo Society expresses its heartfelt thanks to all of the Zoobilation '05 auction donors and attendees, who helped raise \$88,264 net profit for this year's party!

Special thanks to Steven Sauer, president Toshiba Business Solutions/NY, **Salley Thornton**, Zoobilation chair, **Gail Brumbaugh**, auction chair, **Christine Withers**, co-auction chair and **Denise Root**, decorating chair, all of the committee members, volunteers, and **Howie Jacobson**, auctioneer! And, of course, thank you to all of our sponsors!



ZOOBILATION '05 SPONSORS

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xpedx

Sponsors in bold letters have supported Zoobilation with cash donations.

Memorial & Honor Gifts

By giving to the Seneca Park Zoo Society in memory or in honor of loved ones, family members, friends or pets, many generous donors have found a way to express their caring spirit, while helping ensure the success of our zoo.

Thank you to the following friends who made contributions from May 12 to June 21, 2005.

In Memory of:

- Anne Marie Farrow
 - Holley Sports Boosters, Inc.
- Helen F. and Fred E. Woodard
 - Frederick C. Woodard
 - Ruth and Tom Poore
 - Terri, Mitch, Natalie and Bailey Wegaman
 - Jody Poore
 - Dr. Matthew Poore

In Honor of:

- Mike Fielding
 - Martha Sciremammano
- John R. Hoff
 - Ruth Scherberger

Ascot Night Gives Your Zoo a Lift



When you purchase a ticket to Ascot Night from the Seneca Park Zoo Society, half of the ticket price benefits your Zoo.

Motor on Over to Walnut Hill!

- What:** Ascot Picnic Night at Walnut Hill
- When:** Friday, August 12, 6 p.m.
- Where:** Walnut Hill Farm, 397 West Bloomfield Road, Pittsford, NY
- Why:** Experience a 19th-century country fair and classical driving exhibition; half of proceeds benefit your Zoo
- How:** Tickets are \$8 each and are available now at the member booth at the Zoo. You can also order your tickets online at www.senecaparkzoo.org. Call (585) 336-7212 or email members@senecazoo.org for more information.



Is Something Bugging You?

If you or your child likes creepy crawlies, then BugZoo is for you! This seasonal exhibit is staffed by our ZooTeen volunteers seven days a week from mid-July to mid-August. These friendly and knowledgeable teens will share fun insights that will have your kids buzzing about the fascinating little BugZoo critters.

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ASSET MANAGEMENT CORPORATION

and

MENDON CAPITAL ADVISORS CORP.
(Investment advisors to Burnham Financial Services Fund
and Burnham Financial Industries Fund)

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SENECA PARK ZOO

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Breakfast with Santa

December 10, 11, 17, & 18

Here it is the middle of summer, and some of us here at the Zoo are already looking forward to December. Not because of the weather, mind you. Instead, we're eagerly awaiting Santa's annual visits to the Zoo. December is a busy month for him, as you know. So for him to sit down for four different breakfast buffets, well that makes us feel pretty special. We're guessing he likes the food and the people here!

Be sure to join Santa at his annual breakfast buffet in the Rocky Coasts Gallery. You and your family can enjoy special time together in our beautifully decorated gallery while watching to see if the sea lions or polar bears pay Santa and his guests a visit. Seatings are offered at 8:30 a.m. and 9:45 a.m. on these special dates.

Call (585) 336-7200 for information and reservations (beginning September 15). Reservations are required for this event.



Wegmans is a proud sponsor of the Seneca Park Zoo Society.

Tim Hortons

Great Coffee. Every Time.

Proudly Supports
the Seneca Park Zoo

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communities

We proudly support the Seneca Park Zoo.



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ANNUAL CORPORATE MEMBERS

The Zoo offers opportunities for companies to sponsor an animal exhibit for a year, an event (ZooBrew, ZooBoo, Breakfast with Santa, etc.), an education program, or a promotional day at the Zoo. For more information on the Corporate Membership program, please contact John Taddeo, Manager of Corporate and Foundation Relations, at (585) 336-7215. The following companies are Corporate Members of the Zoo as of June 22, 2005.



Elephant Level \$50,000 or more

Coombs Marketing
Democrat and Chronicle*
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Wegmans Food Markets
and Chase-Pitkin Home & Garden*
Xerox Federal Credit Union



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Petsmart
Rochester Research Group
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Toshiba Business Solutions, New York
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Tiger Level \$2,500 to \$4,999

Amalfi's Supermarket
Boylan, Brown, Code, Vigdor & Wilson, LLP
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CIBER
Cosmopolitan Productions
Eastman Kodak Company
Entercom
Fearless Computing
Family First Federal Credit Union
Fibertech Networks
Genencor International, Inc.
George Barnett Photography
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Lemur Level \$1,000 to \$2,499

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Ry-Gan Printing, Inc.
Summit Federal Credit Union
Turkey Bird Studio
xpedx



Otter Level \$500 to \$999

104 WDKX
Arch Chemicals, Inc.
Caldwell Manufacturing
City Newspaper
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The Reef Shoppe
Robert Mondavi Corporation
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Willow Specialties
Zweigles

ZooCrew UPDATES

Zoo Society Welcomes ANNIE MOLLER



We welcome Annie Moller as our database coordinator in the Development Department. Annie comes to us from the Girls Scouts of Genesee Valley, where she worked as a Fund Development and Communications Assistant. Her knowledge of the Zoo's donor database along with her great skillset and personality made her an obvious choice. We look forward to her help as we strive to better serve our members and grow support for the Zoo.

15

Rachel Reed Earns Aab Pre-Vet Fellowship



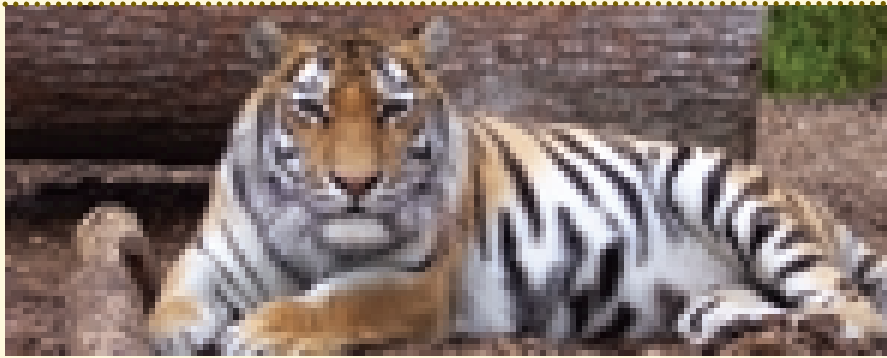
Seneca Park Zoo welcomes its 2005 Aab Pre-Veterinary Fellow, Rachel Reed. Rachel, who is the eighth pre-vet fellow at Seneca Park Zoo, resides in Sparta, NC, and is a junior at North Carolina State University majoring in biology and animal science.

She was the top candidate selected from a pool of applicants spanning the U.S. During the second week of the program, Rachel found herself face-to-face with an anesthetized polar bear receiving dental work from Dr. Jeff Wyatt, the Zoo vet. "It was awesome!" exclaimed Rachel.

Rachel will spend ten weeks working side-by-side with our Animal Health staff researching West Nile Virus, helping immunize black-footed penguins, and learning about veterinary care of wildlife. The Aab Pre-Vet Fellowship is the only program of its kind in North America and is generously supported by the Aab family of Pittsford. For application information go to www.senecaparkzoo.org.

Bold denotes Corporate Members that have supported the Zoo with cash donations.

** Indicates Corporate Members that have supported the Zoo with cash and in-kind donations.*



ZooParent Adoptions

make fabulous gifts. The ZooParent will receive the following benefits:

- ZooParent certificate
- Animal fact sheet
- Their name on the ZooParent Board at your Zoo
- An invitation to the ZooParent party

ZooParent adoptions start at \$30 and the funds from this program provide enrichment items for the animals in our care.

ZooParent Gift Ideas

Adopt an elephant or tiger, and receive a free miniature (3") plush animal for display in your home or office. These lovable little "creatures" also make a great gift for birthdays, anniversaries, holidays, baby and wedding showers, or as a tribute in memory or in honor of a loved one. Gift bags with a larger plush animal are also available for just \$10 more.



For more information call (585) 336-7212, email us at members@senecazoo.org (please enter "ZooParent" in the subject field), or visit the Zoo's Member Booth or ZooShop.

ZooParent Adoption Form

For assistance please call (585) 336-7212 or email us at members@senecazoo.org

Mail this completed form with your payment to:
ZooParent Program, Seneca Park Zoo Society,
2222 St. Paul Street, Rochester, NY 14621-1097

ANIMAL ADOPTED

ZOO PARENT'S NAME

STREET ADDRESS

CITY / STATE / ZIP

TELEPHONE

EMAIL ADDRESS

GIFT-GIVER'S NAME

STREET ADDRESS

CITY / STATE / ZIP

TELEPHONE

EMAIL ADDRESS

Send materials to: ZooParent Gift-Giver

Do not send any materials. Keep entire donation for the animals.

Special Adoption Packages

- Elephant – with free 3" plush animal (\$30)..... \$
- Tiger – with free 3" plush animal (\$30)..... \$
- Larger plush animal and gift bag add \$10
(includes shipping & handling)..... \$

Adopt-A-Spot

- Leopard Adopt-A-Spot Certificate (\$10)..... \$

Adopt-A-Sloth & Adopt-An-Acre

- Sloth Certificate & CES Adopt-An-Acre (\$30)..... \$

ZooParent (any Seneca Park Zoo Animal)

- Certificate, photo & fact sheet (\$30 to \$99)..... \$
- Above plus \$5 gift certificate (\$100 to \$249)..... \$
- Above plus framed 8" x 10" photo (\$250 to \$499) \$
- Above plus t-shirt (\$500 or more)..... \$
- Plush animal – Add \$9 (includes shipping & handling).. \$
- TOTAL \$**

Method of Payment

- Check (payable to Seneca Park Zoo Society)
- Credit Card: MasterCard VISA Discover AMEX

CREDIT CARD NUMBER

EXPIRATION DATE

CUSTOMER SIGNATURE

Xerox Federal Credit Union

VISITING ANIMAL

2015

Generous Sponsor Bucks Bears & "Birdies"

The Zoo's visiting American Black Bears and charity golf tournament bear at least one important thing in common: **Xerox Federal Credit Union.**

That's right, Xerox Federal Credit Union, one of our generous corporate sponsors, is supporting the visiting bears and a golf event that helps bring the Zoo's fundraising efforts "up to par."



We are extremely grateful for their support as the presenting sponsor of the visiting animal exhibit and campaign. Through their generosity, we are able to help educate our community about black bears while providing a great family experience.

Iroquois, the 2-year-old male is quite the entertainer. He is enjoying his stay in Rochester and we thank Xerox Federal Credit Union and Monroe County Parks Department for making his visit possible. Cheyenne, the 8-year-old female bear, was not adjusting well. Since we are obligated to do what is in the best interest of the animals at all times, we have switched her with another bear. Twelve-year-old Apache is now on exhibit with Iroquois everyday.

The charity golf tournament that Xerox Federal Credit Union created and ran in mid-July for the Seneca Park Zoo Society was a great success. The event sold out early. We can't thank them enough for all they do for the Zoo!

Presented by:



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The Seneca Park Zoo is owned and operated by Monroe County. The Seneca Park Zoo Society is a not-for-profit organization that has, since 1957, provided education, fund raising, special events, and public relations support to Monroe County's Seneca Park Zoo in Rochester, New York.

The Seneca Park Zoo is accredited by the distinguished American Zoo and Aquarium Association.

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