

PHILADELPHIA ZOO

Partnering
with us.

By connecting people with animals,
Philadelphia Zoo
creates joyful discovery and inspires
action for wildlife and habitats



Property Overview

HISTORY

In 1859, Philadelphia became home to America's first zoo. Now celebrating over 150 years of innovation and achievement, Philadelphia Zoo is a key part of our region's life and culture, a compelling living classroom, and a conservation leader.

Commitment to our core purpose — connecting people with wildlife and inspiring action for animals and habitats — energizes our staff and volunteers and challenges us to set increasingly high expectations for our performance and impact. Philadelphia Zoo works to fulfill our mission as an animal care organization, as a resource to schools and families, and as an ark and advocate for endangered animals around the world.

MISSION

By connecting people with wildlife, the Philadelphia Zoo creates joyful discovery and inspires action for animals and habitats.

ACCREDITATION

The Philadelphia Zoo is accredited by the Association of Zoos and Aquariums (AZA). AZA is the leader in establishing and maintaining high standards for zoos and aquariums through an accreditation process. Accreditation is a detailed review and inspection process covering all aspects of an institution's operation including the animal collection; veterinary care; physical facilities; safety; security; finance; staff; governing authority; support organization; involvement in education, conservation, and research; and adherence to AZA policies. To be accredited, an institution must be a permanent cultural facility which owns and maintains wildlife, is open to the public on a regular basis and is under the direction of a professional staff. Accreditation takes place every five years and is required for zoos and aquariums to be members of AZA.

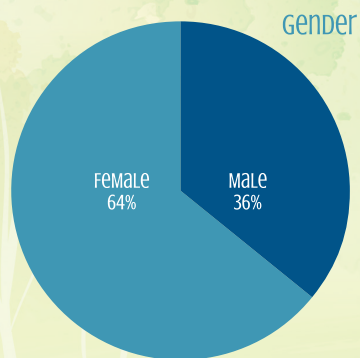
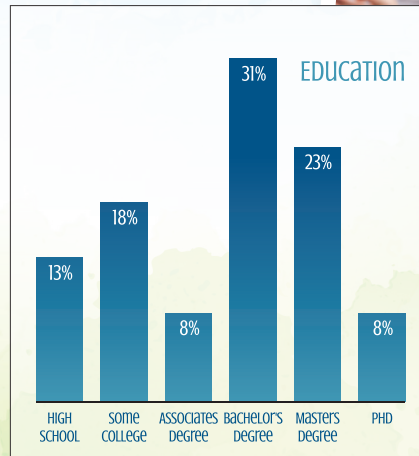
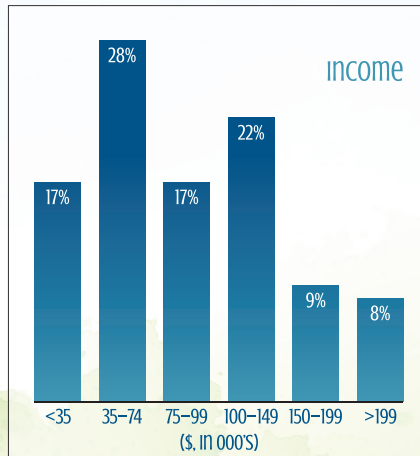
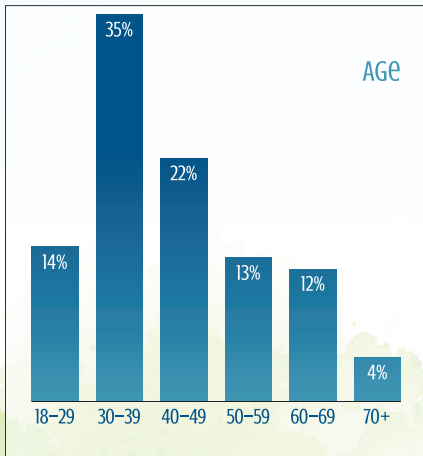


PHILADELPHIA ZOO

3400 West Girard Avenue ■ Philadelphia, PA 19104-1196 ■ 215-243-1100 ■ philadelphiazoo.org

Demographics

Each year the Philadelphia Zoo welcomes 1.3 million guests and has over 60,000 member households.



PHILADELPHIA ZOO

3400 West Girard Avenue ■ Philadelphia, PA 19104-1196 ■ 215-243-1100 ■ philadelphiazoo.org

What Makes Us Different

ZOO360®

Animals at the Philadelphia Zoo are on the move like never before. With the new animal exploration trail experience called **Zoo360**, a campus-wide network of see-through mesh trails affords more opportunities for animals to roam around and above Zoo grounds.

This is another first – both at America's first zoo and in the world – and continues the Zoo's commitment to excellence in animal care and to inspiring guests to conservation action.

Zoo360 currently consists of four trails: Gorilla Treeway, Treetop Trail, Great Ape Trail and Big Cat Crossing (with more on the way!). The trails link existing animal habitats, so animals with similar habitat requirements can use one another's spaces in a time-sharing system and take advantage of more room to roam. New destination exhibits will be coming in future years as well, designed to accommodate all of the species that would use each trail type.

VERTICAL FARM

Philadelphia Zoo is the first zoo in the country to have its own, on-site vertical farm used to grow leafy greens for its animals. The garden is located in a retrofitted shipping container in the Urban Green, the Zoo's open-air food marketplace. Where stacked, tidy shelves hold rows of plants that are grown hydroponically, in nutrient-rich water instead of soil. LED lights, a substitute for sunlight, shine 18 hours a day. Farm operators use a mobile app to remotely control the container's light, temperature, and humidity levels. Crops from the vertical farm feed over 20 different animals at the Zoo and supplies 275 pounds of leafy greens per months.



PHILADELPHIA ZOO

3400 West Girard Avenue ■ Philadelphia, PA 19104-1196 ■ 215-243-1100 ■ philadelphiazoo.org

Unique Partnerships and Opportunities

PECO

PECO is the official naming rights partner of the PECO Primate Reserve one of the most popular attractions throughout the Zoo. In addition to naming rights, PECO receives Smart Ideas Signage around the Zoo, highlighting energy saving projects around the grounds.

Philadelphia Zoo invites visitors to swing into PECO Primate Reserve for a weekend-long celebration of the world's most magnificent primates. Guests enjoy arts and crafts, keeper chats with animal experts and unique opportunities to learn more about lemurs, monkeys and apes. PECO Primate Jungle Days are free with Zoo admission.

ST. CHRISTOPHER'S HOSPITAL FOR CHILDREN

St. Christopher's Hospital for Children is an official partner of Philadelphia Zoo. As part of their partnership, St. Christopher's wanted to make an impact on the guest experience while further growing their brand in the region. Together with the Zoo, St. Christopher's partnered on a new mother's nursing suite in order to give new mothers a quiet, clean, place to nurse. The branded Mamava® nursing station is located in Rare Animal Conservation Center and has been a welcomed guest amenity made possible through the partnership with St. Christopher's.

In addition to the nursing suite, St. Christopher's is also the presenting partner of Zoo Babies. A logical tie in with the hospital brand, St. Christopher's receives logo recognition on all videos welcoming new arrivals to the Zoo as well as additional exposure on social media. In 2018, Philadelphia Zoo and St. Christopher's even partnered with hospital staff and patients to help name a baby hedgehog that made his first visit outside the Zoo to the hospital.



PHILADELPHIA ZOO

3400 West Girard Avenue ■ Philadelphia, PA 19104-1196 ■ 215-243-1100 ■ philadelphiazoo.org

What's New and the Future

LUMINATURE

A fantastical new holiday season light experience set to transform the Zoo, taking guests on a magical journey of illuminations, music, sound and surprises. LumiNature transforms the Zoo from its daytime magic into a winter wonderland, immersing guests in a joyous multi-media light and music spectacular. Guests roam 12 different illuminated experience zones — each with their own wildlife message and theme. Combined with seasonal fare, unique holiday retail opportunities, strolling performers, hot chocolate and ever-warming adult beverages, LumiNature spark's the holiday spirit in everyone.

BIG TIME

This summer, Philadelphia Zoo will take guests on a journey originating 65 million years ago when the T-Rex, Alamosaurus, Triceratops, and more roamed the Earth. Situated at the south end of the Zoo, Big Time will take guests through three evocative landscapes, each filled with sensory surprises and the most impressive dinosaur giants who will share the story of when these amazons ruled the planet.



PHILADELPHIA ZOO

3400 West Girard Avenue ■ Philadelphia, PA 19104-1196 ■ 215-243-1100 ■ philadelphiazoo.org

©2020, Philadelphia Zoo MKT/21/0018