

PHILADELPHIA ZOO-a-thon



For more than 160 years, Philadelphia Zoo has served as one of the area's most important destinations for children and families. It is a place where many build lasting memories and are inspired to make a positive impact on our world.

Throughout its history, the Zoo has remained the region's largest living classroom, offering a place for underserved school kids...tens and tens of thousands of them...who wouldn't have been able to visit otherwise, to recognize their perspective on the world and their place and role within it.

For its more than 1 million annual visitors, the Zoo is the only place to see magnificent African lions, majestic western lowland gorillas, and amazing giraffes for real — not just on TV. A visit to the Zoo takes guests out of their screen-focused lives and reminds us all of the beauty and diversity of the planet we all call home.

Welcoming guests of all backgrounds, the Zoo is proud to create joyful discovery and inspire action for wildlife and habitats — here and around the world.

This past spring, Philadelphia Zoo, America's first zoo, closed its historic gates for more than 100 days. Despite the Zoo's closure to the public, the organization continued its daily care for its more than 1,300 animals, many of which are rare, endangered and could go extinct in our lifetime.

The mounting costs of food and nutrition, medicine and medical care, animal professionals and vets are extraordinary. Facing a \$20 million loss this year alone, this level of financial hardship will take many years from which to recover and puts our mission, legacy and future at-risk.

Our animals need the support of the community now more than ever! A gift of any amount will make a difference in this crisis.

Please join us for the **Zoo-a-thon**, a multi-platform fundraising event on **Thursday, November 19**. Fundraising begins at 6:00 a.m. on the Zoo and 6abc social media channels including Facebook, Instagram and Twitter. Beginning at 4:00 p.m. — 6:30 p.m. during the evening newscast, join meteorologist Cecily Tynan, talented Zoo staff and amazing animals live from the Zoo for an exciting evening of feature stories spotlighting the incredible work and current needs of Philadelphia Zoo.

Your support is critical! There are three ways to donate.

- Text **PhillyZoo** to **243725** to donate now and support America's first zoo.
- Make a gift online today at philadelphiazoo.org/zooathon
- Zoo staff will be onsite from 6:00 a.m. to 7:00 p.m. to take your calls. on **November 19** to take your donation calls.



By connecting people with animals,
PHILADELPHIA ZOO
creates joyful discovery and inspires
action for wildlife and habitats

philadelphiazoo.org

