



**FOR IMMEDIATE RELEASE**

5/16/2022

## **BIRMINGHAM ZOO DONORS EXCEED AMBITIOUS \$75,000 FUNDRAISING GOAL**

**Birmingham, AL**—The Birmingham Zoo donors have demonstrated their love of animals and the Zoo with their generous gifts to the spring fundraising appeal, *Heart of the Matter – Support Your Zoo’s Animals*. Gifts of all sizes, totaling \$76,616, contributed to exceeding the bold \$75,000 fundraising goal, which included a \$25,000 match from our kind friends at the Alabama Power Foundation. These funds provide essential care for the 550+ animals that call the Zoo “home”.

Chris Pfefferkorn, Zoo President and CEO, said, “We’re thrilled in the confidence that our community has in our Zoo and very grateful for their continued generosity. These investments are so encouraging; really it’s astounding.”

Board Chair, Nancy Goedecke adds, “We all know that Birmingham is one of the most philanthropic cities in the U.S. Zoo donors continue to prove that fact with their loving support.” She continued, “Thank you to everyone who gave. You’re making a huge difference. We appreciate your thoughtful gifts for your Zoo’s animals, from the smallest insect to our grand elephants.”

### **Zoo Logo**



### **MEDIA CONTACT**

Jennifer Ogilvie

Marketing and PR Manager

[jogilvie@birminghamzoo.com](mailto:jogilvie@birminghamzoo.com) | 205.397.3874

### **SOCIAL MEDIA**

Facebook @BirminghamZoo

Twitter @BirminghamZoo

Instagram @bhamzoo

### **ABOUT THE BIRMINGHAM ZOO**

The Birmingham Zoo is an independent, not-for-profit, 501(c)(3) organization and is accredited by the Association of Zoos and Aquariums (AZA).

**OUR MISSION** *Inspiring Passion to Conserve the Natural World*

Approximately 550 animals of 180 species call the Birmingham Zoo home, including sea lions, zebras, elephants, bongos, and endangered species from six continents. The Birmingham Zoo is the only AZA-accredited zoo in the state of Alabama.

[www.birminghamzoo.com](http://www.birminghamzoo.com) | 2630 Cahaba Road | Birmingham, AL 35223

# # #