



**FOR IMMEDIATE RELEASE**

November 14, 2022

## The Birmingham Zoo Asks You to Help the Zoo's Animals Wildly Thrive Year-End Fundraising Goal Set to Support Animal Care

**BIRMINGHAM, AL** – The Birmingham Zoo has invited the public to participate in its year-end appeal to **Support Your Zoo's Animals** with a goal to reach \$75,000 by December 31, 2022. Tax-deductible donations will provide vital nutrition and health care for more than 500 animals, representing 175 species, many of which are endangered.

"Caring for our animals is always our top priority. Our Zoo is so fortunate and grateful that our community is willing to contribute and has so much compassion for our animals. The public's help is still needed as we continue to recover from the pandemic," said President & CEO Chris Pfefferkorn. He added, "Seasonally, our ticket sales slow with cooler weather, and our revenue decreases. If you love animals, this is a great time of year to show your support by making a gift to look after them. Your Birmingham Zoo is accredited by the Association of Zoos and Aquariums, which means that your gift will deliver the specialized care that each Zoo animal deserves."

"Our Birmingham Zoo is truly a special place. With your support and that of other compassionate members of our community, the Zoo will continue to serve generations of families as a welcoming place to enjoy the outdoors and learn about wild animals they otherwise might not have the opportunity to see. At the Zoo, guests of all ages--from toddlers to teens to parents and grandparents--can learn something new about animals," stated Board Chair Nancy Collat Goedecke.

Memberships and symbolic "Animal Adoptions" also support animal care and make great holiday gifts. For more information and to purchase a Membership, visit [birminghamzoo.com/get-involved/become-a-member/](https://birminghamzoo.com/get-involved/become-a-member/). To adopt, visit [birminghamzoo.com/get-involved/adopt-an-animal/](https://birminghamzoo.com/get-involved/adopt-an-animal/).

Please consider making a recurring or a one-time donation by **December 31** to the Support Your Zoo's Animals Fund at [birminghamzoo.com/donate](https://birminghamzoo.com/donate).

### ZOO LOGO



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## **SOCIAL MEDIA**

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## **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 elephants, sea lions, zebras, rhinos, 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

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