

From Tim Tetzlaff, Director of Conservation and Communications

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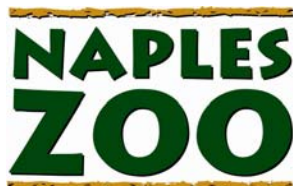
Celebrate *Endangered Species Day* at Naples Zoo with the Friends of the Florida Panther Refuge

Zoo Offers Free Tickets to new Panther Friends Members on May 16, 2008

On Friday, May 16, 2008 Naples Zoo at Caribbean Gardens and the Friends of the Florida Panther Refuge are celebrating the country's third annual Endangered Species Day. Designated as a national celebration of America's commitment to protecting and recovering our nation's endangered species, the goal of Endangered Species Day is simple—to educate Americans about the importance of protecting our rare, threatened, and endangered plant and animal species – and, most importantly, what they can do to help. At the Zoo, guests learn about endangered animals around the planet at exhibits and shows, pick up a free Wild Choices brochure with conservation and money saving tips, as well as receive a free Seafood Watch card to make informed seafood dining decisions. The Friends will also help heighten awareness of our state animal, the endangered Florida panther.

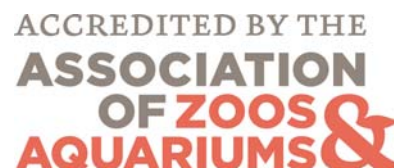
To make supporting our local endangered species even easier, Naples Zoo is offering free tickets to guests who join the Friends of the Florida Panther Refuge at the Zoo on Endangered Species Day. When a Zoo guest joins at the Friends \$25 individual level on Friday, the Zoo will donate an adult zoo ticket valued at \$18.75 – that's like getting a Friends membership for just \$6.25. And if a family joins the Friends at the \$40 level, Naples Zoo will provide an adult and child ticket valued at \$29.25 – a \$40 value for just \$10.75! The Friends will have a booth in front of the Zoo entrance where guests can sign up.

With more than 1,800 species now listed as threatened or endangered around the world, awareness and education efforts are crucial. According to the Florida Fish and Wildlife Conservation Commission, there are about 60 species in Florida and over 40 in Collier County listed by the state or federal government as threatened, endangered, or of special concern from coral and crayfish to sturgeon and salamander as well as the better known manatees and panthers. Help celebrate Endangered Species Day at Naples Zoo by learning about endangered species and discovering how to provide habitat for wildlife at the Zoo's NWF certified Backyard Wildlife Habitat. You can help native birds by doing everything from planting appropriate shrubs to keeping your cat indoors. (By the way, did you know it was against the law in Collier County to let your cat run loose?) Southwest Florida has extraordinary natural resources and guests can meet representatives from one of those wild areas, the Florida Panther Refuge.



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www.napleszoo.org
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Conservation with Every Ticket & Button Purchase To enhance Naples Zoo's commitment to conservation, Naples Zoo implemented a 25 cent conservation fee on November 19, 2007. 100% of this nominal fee goes to the Naples Zoo Conservation Fund. Naples Zoo is one of the first few accredited zoos in the nation to implement this program. In addition, Naples Zoo guests also receive a Naples Zoo Conservation Fund tiger button when they donate a dollar or more to the Fund. Nearly 1,000 buttons have been sold to date this year! The Naples Zoo Conservation Fund currently supports scientific research, wildlife management projects, habitat protection, and conservation training. This coming year, Naples Zoo guests, zoo members, and the community will have an opportunity to vote on where these funds will be dedicated from a selection of worthy conservation projects identified by the Zoo Board's conservation committee.

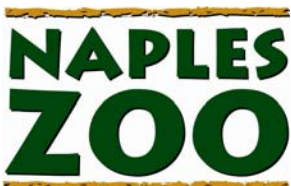
Zoo Doubles Conservation Funding from Plush Primates & Predators For years, Naples Zoo has donated 5% of the retail price of plush toy monkeys and big cats sold in The ZOO Gift Shop to conservation in the wild. On January 1 this year, the Zoo doubled the funding amount to 10%. Proceeds from plush primates help lemurs in Madagascar while all stuffed toy predators are divided between lion conservation projects in Africa and tiger projects in Asia.

Naples Zoo is a 501(c)(3) nonprofit organization cooperating in conservation programs both in and outside the wild for endangered species. Daily presentations include Alligator Bay Feeding, Meet the Keeper Series, along with two premiere presentations: Planet Predator and Serpents: Fangs & Fiction. Both of these feature shows take place in the Safari Canyon Theater where guests see live animals from feline predators to venomous snakes along with exciting video footage. For those looking for more on the historic botanical garden, the Tropical Plant Trek offers guests a short tour led by University of Florida Master Gardeners. And one of the zoo's most popular activities is the Primate Expedition Cruise where guests embark on a guided cruise through islands inhabited by monkeys, lemurs, and apes.

The all day pay-one-price ticket includes admission to both the nationally accredited zoo and historic garden along with all shows, tours, exhibits, and the boat ride. (\$18.75 adults age 13+/ \$10.50 children 3 to 12, under 3 free. Children under the age of 16 must be accompanied by an adult at least 18 years of age). **Annual memberships and discount tickets are also available online at www.napleszoo.org.** Visitors enjoy healthy meals at the SUBWAY® Cafe and shop for wild gifts at tame prices in The ZOO Gift Shop. Naples Zoo welcomes guests daily from 9:30 to 5:30 with the last ticket sold at 4:30 and is located at 1590 Goodlette-Frank Road across from the Coastland Center mall in the heart of Naples. To learn more, click www.napleszoo.org or call (239) 262-5409.

Print Quality Images available for immediate download at www.napleszoo.org/press

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