

**FOR IMMEDIATE RELEASE**

February 25, 2008

**LEAP DAY JUMP STARTS YEAR OF THE FROG**

*Fresno, Ca.* – 2008 is the Year of the Frog and starting February 29<sup>th</sup> – that's Leap Day – Fresno Chaffee Zoo and more than 100 other members of the Association of Zoos and Aquariums (AZA) will be holding fun, family-friendly events and programs to educate people about amphibian conservation.

On Leap Day more than 1,200 kids from five area counties will adorn their school sidewalks with frog themed chalk art in a colorful show of support for amphibian conservation. Fresno Chaffee Zoo sent participating teachers packets of information including fun frog facts and web resources to use in the classroom, as well as “Frog Friendly” bracelets and Zoo admission coupons for each participant.

On Saturday, March 1, there will be a ribbiting good time at Fresno Chaffee Zoo as we leap into action on behalf of frogs and other awesome amphibians. Through arts and crafts and hands-on activities Zoo visitors will learn why amphibians are amazing and what makes our hoppy friends happy. All of the froggy fun is free with Zoo admission.

Why Year of the Frog? One-third of all amphibians on the planet are threatened with extinction. Amphibian declines are now attributed to a new cause, chytridiomycosis, a disease that wipes out frogs, toads, and salamanders. Zoos and aquariums, with strong public support, are playing a major role in fighting the amphibian extinction crisis – one of the most sweeping wildlife conservation challenges of our time.

Fresno Chaffee Zoo's amphibian population is growing by leaps and bounds with currently 20 species and counting. In addition to the important conservation and education efforts at the Zoo, the Zoo provides support to the El Valle Amphibian Conservation Center in Panama and works locally in collaboration with the United States Fish and Wildlife Service, San Diego Zoo, and other partners on behalf of the mountain yellow-legged frog.

*Fresno Chaffee Zoo is open every day of the year from 9 a.m. to 4 p.m. General admission is \$7 for adults, \$3.50 for children 2-11 and seniors 62+. Children under 2 and Fresno Chaffee Zoo members are free. The mission of Fresno Chaffee Zoo is to provide a fun, unique and up-close experience that strengthens the bond between people and wildlife. The Zoo is accredited by the Association of Zoos and Aquariums (AZA).*

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*Fresno Chaffee Zoo  
Year of the Frog Events  
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**Participating schools (and 2/29 event times if known):**

Calway Elementary, Fresno	
Calway Preschool, Fresno	9:30 to 10 am and 2 to 2:30 pm
Casa Loma, Bakersfield	start at 12:30 pm

Central High School, Fresno  
Fresno Jewish Day School, Fresno  
Harvest Elementary, Fresno start at 1:05 pm  
HEART After School, Visalia  
Hidalgo Elementary, Fresno start at 1:00 pm  
Howard, Madera  
Mariposa Elementary, Mariposa  
Norseman Elementary, Fresno  
Yokomi Elementary, Fresno

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