

## **FOR IMMEDIATE RELEASE**

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### **FRESNO CHAFFEE ZOO READY TO PARTY FOR THE PLANET**

FRESNO, Ca. – The Association of Zoos and Aquariums is throwing a party: 141 parties in 42 states and two countries, to be exact. The conservation celebration at Fresno Chaffee Zoo will take place on Saturday, April 21 from 9 a.m. to 4 p.m. Party for the Planet celebrates Earth Day and includes fun, family events that encourage discovery at the Zoo and beyond. These engaging activities include hands-on fun at the Exploration Center, conservation carts, education booths, keeper talks, and interactive displays from area environmental organizations. All Party for the Planet activities are free with Zoo admission.

“As a local leader in conservation and an accredited member of the Association of Zoos and Aquariums, we celebrate all the natural wonders of our world and we’re asking our guests to take part and give something back,” said Lewis Greene, Zoo CEO/Director. “At the Party for the Planet, we’ll showcase our animals and their habitats and educate folks about how actions we take in our own neighborhoods affect the environment where these animals make their homes.”

What can you do? People can help animals that live close to home in simple, but effective, ways:

- Make your backyard wildlife friendly by including sources of food, water and shelter (such as bird houses and toad abodes).
- Try to select plants that are native to your region.
- Choose natural fertilizers and eco-friendly pest control methods. Chemical pesticides and fertilizers can have fatal effects on amphibians such as frogs, toads and salamanders.
- Support conservation organizations like AZA accredited zoos and aquariums.
- Share your knowledge and enthusiasm about nature with others – knowledge is most powerful when shared!

Fresno Chaffee Zoo's Party for the Planet is part of the Association of Zoos and Aquariums' "Conservation Made Simple" public education campaign that encourages families to learn about and conserve the planet. "Conservation Made Simple" aims to help people understand that from the air we breathe to the food we eat, people and animals all depend on the Earth for survival.