

Seneca Park Zoo, 2222 St. Paul St., Rochester

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Wegmans ZooMobile celebrates 25 years

Outreach vehicle continues to educate, entertain the Rochester community

Rochester, NY - October 17, 2011 — Monroe County's Seneca Park Zoo is proud of the rich history and varied educational content the Wegmans ZooMobile has brought to the Greater Rochester community these past 25 years, which includes nearly \$1 million in direct financial support.

Since 1986, the Wegmans ZooMobile program has been providing year-round fun and exciting educational outreach services to area schools and other institutions, including daycare centers, preschools, nursing homes, adult daycare facilities and libraries.

“Wegmans is proud of its long-standing history of supporting the Seneca Park Zoo’s educational outreach efforts,” said Linda Lovejoy, Community Relations Manager for Wegmans. “The Wegmans ZooMobile touches the lives of children and adults alike making it a multigenerational experience in the Rochester community.”

The mission of the Wegmans ZooMobile is to instill an understanding and appreciation of the Earth’s biodiversity and to provide our community members with the education, skills and motivation to act on behalf of the environment. The typical program is a 30- to 60-minute presentation focusing on topics such as animal groups, animal behaviors and animal adaptations.

“The company’s financial support of the Wegmans ZooMobile helps to ensure that our community is given a unique, top-notch conservation education experience,” said Rachel Baker August, Executive Director of the Seneca Park Zoo Society. “By working together, Wegmans and the Zoo have positively impacted nearly half a million people through ZooMobile presentations these past 25 years.”

In honor of this 25th anniversary, the Wegmans ZooMobile will be at the Rochester City School District’s School 25 on Tuesday, Oct. 18, doing presentations.

“Thank you so much for bringing the presentation to School 25,” said Deb Lazio, Principal at the Nathaniel Hawthorne School 25. “Animals are a high interest topic for children. This experience will be wonderfully motivating for them. They will be inspired to read and write about the animals that they observe during the presentation.”

Seneca Park Zoo is owned and operated by Monroe County. The Seneca Park Zoo Society is a not-for-profit organization which has, since 1957, provided education, fundraising, special events and public relations support to Monroe County’s Seneca Park Zoo, which includes discounted and/or free admission to more than 170 zoos and aquariums across the country. For additional information, visit www.senecaparkzoo.org.