

Seneca Park Zoo, 2222 St. Paul St., Rochester
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Seneca Park Zoo to host 'The Big Read' kickoff this Saturday

400 free copies of *The Call of the Wild* will be given out

Rochester, NY – January 7, 2010 — Monroe County's Seneca Park Zoo is proud to partner with the County Library System for this year's Big Read kick-off celebration. The selected book is Jack London's *The Call of the Wild*, a powerful tale of sled dogs during the Klondike Gold Rush.

Join us at 11:30 a.m. for a quick hello and the official kickoff to this wonderful nationwide movement that's inspiring people young and old to pick up a good book.

"When you read for fun, you get to leave your everyday life behind and live someone else's adventure," said Sally Snow, Assistant Director of the Monroe County Library System. "There are no commercials, it doesn't cost an arm and a leg and you can do it anywhere. The goal of The Big Read is to get Americans to rediscover the simple pleasure of a book, be it paper or digital format."

The Big Read is an initiative of the National Endowment for the Arts in partnership with the Institute of Museum and Library Services and Arts Midwest.

"We are delighted to be partnering with the County Library System for this wonderful celebration," said Rachel Baker August, Executive Director of the Seneca Park Zoo Society. "Education is at the core of our mission and we believe it's of the utmost importance to make learning fun. To us, there is no better place in our community to do that than at the Zoo!"

SCHEDULE OF EVENTS FOR SATURDAY, JANUARY 9

From 11 a.m. to 2 p.m.:

- Visitors will be welcomed at the Zoo's Front Gate by "Milo," a Malamute sled dog.
- Kris Neilsson Key demonstrates Yukon Cooking
- Zoo Docents will show you hands-on activities at polar bear and Arctic wolf touch tables.
- Library staff will give away prizes, including FREE copies of *Call of the Wild*. The first 100 families also receive a gift bag.
- The Zoo's 2008 Polar Bears International student ambassador, Rachel Zoyhofski, will recount her Arctic visit and ways to help polar bears.
- Staff will explain the behaviors of Aurora the polar bear and work with the wolves.

All visitors who present a Monroe County Library Card can take advantage of a FREE youth admission with a PAID adult admission all day on Saturday, January 9, 2010. The Zoo is open from 10 a.m. to 3 p.m. You may stay on grounds until 4 p.m.

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. The Society offers various levels of membership to the Seneca Park Zoo, which includes discounted and/or free admission to more than 170 zoos and aquariums across the country. For additional information, check us out on the Web at:

www.senecaparkzoo.org.