



News From

Maggie Brooks

Monroe County Executive

For Immediate Release
Friday, September 3, 2010

MIDTOWN PLAZA'S TOTEM POLE GAINS NEW LIFE AT SENECA PARK ZOO

Monroe County Executive Maggie Brooks today joined Zoo officials at the Seneca Park Zoo to highlight the Totem Pole that stands proudly at the entrance to the Rocky Coasts.

*"The Midtown Plaza Totem Pole is a cherished symbol of our community, and we are thrilled to now call the Seneca Park Zoo its new home," said **Brooks**. "Monroe County is grateful for this generous donation from Midtown Rochester Properties – and we hope that our residents and visitors to the area will make the effort to stop by the Totem Pole when they visit the Zoo."*

The Totem Pole was carved out of a red cedar log in 1977 by two First Nations Artists of the Gitksan tribe from British Columbia, Canada - Walter Harris and Art Sterrit. The Native American Totem Pole was commissioned to celebrate the 15th anniversary of the opening of Midtown Plaza, where it stood until 2008. After preparation, including treatment for life outdoors, the totem pole was installed at the Zoo on January 14th, 2010.

The Totem Pole references Rochester history using Gitksan clan symbols built into the carving of the pole, including a beaver, the clan symbol of industriousness to represent Rochester industry.

*"This will provide one more learning opportunity for our Zoo visitors," said **Rachel Baker August**, Executive Director of the Seneca Park Zoo Society. "The totem pole features representations of Rochester's rich history and just as importantly, the impact native animals have on humans from all cultures. We feel extremely fortunate to have this magnificent addition on Zoo grounds."*

###

Media Inquiries, contact:

Monroe County Communications at 753-1080
Seneca Park Zoo Communications at 336-7201