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Press Release
For Immediate Release

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IT'S "ZOOS AND AQUARIUMS TAKE ACTION" – CHECK IT OUT!

Launching Innovative Ways to Learn about the Conservation of Canadian Species
(While Having Fun)

April 22, 2004, Toronto, Ontario: Zoos and Aquariums Take Action, a collaborative project among Canadian zoos, launched today to highlight the fact that some Canadian species are urgently at risk, that Canadian zoos are doing something about it – and that *you* can help!

Zoo and Aquariums Take Action uses three components to inspire individuals to become more environmentally responsible and actively involved in the conservation of Canadian species. A key element is a new, hands-on, permanent Touch Table with interesting and rare objects, displays, and graphics. A computer is a component, so kids and adults can check out Zoo and Aquariums Take Action's 2nd element, a fun, interactive website, www.zooaction.ca. Staffed by dedicated Zoo Volunteers, the new Touch Table is located in the Zoo's Americas Pavilion. There's a 3rd element yet to come – a unique travelling display packed with lots of intriguing and interesting information, touchables, and ideas for positive action.

"The Government of Canada, through the Museums Assistance Program, a part of the Department of Canadian Heritage, is proud to provide financial assistance to Zoos and Aquariums Take Action." By making it possible for Canadian zoos to highlight their conservation projects, dialogue and share information, Zoos and Aquariums Take Action performs another vital service.

"There are so many amazing animal artefacts, fun, games, and activities you can't help but be inspired to take action for conservation!" comments Kelly Armstrong, the Toronto Zoo's Volunteer Coordinator and Coordinator of the Zoos and Aquariums Take Action project. "Getting Canadians in touch with their natural heritage and introducing them to the amazing conservation work of their local zoos and aquariums is so important and this project does just that."

Due to habitat loss and degradation, over collection – hunting and fishing - the introduction of exotic species which threaten native animals, and to the pollution of their environment, many Canadian species are at risk. These include the humpback whale, the grizzly bear, the Polar bear, the Vancouver Island marmot and the Eastern spiny softshell turtle, to name just a few.

Want to learn more? Check out the Zoos and Aquariums Take Action Touch Table in the Americas Pavilion, go online at www.zooaction.ca, or wait for the travelling display to hit your area!

Zoo Hours until May 21st: 9:00 am to 6:00 pm. Last admissions one hour before closing. General Admission 13-64 incl. is \$18, Children 3 and under free, Children 4-12 are \$10 and Seniors 65+ are \$12. Parking is \$8. The Zoo is located at Meadowvale Road and Hwy. 401, Exit 389 east and west bound. For general information, call (416) 392-5929 or visit www.torontozoo.com