



Press Release
For Immediate Release
Date: July 29, 2009

For More Information
Contact: Katie Gray
Toronto Zoo
(416) 392-5941

TORONTO ZOO PARTNERS WITH MARK'S – CLOTHES THAT WORK

Mark's is new Official Uniform Supplier

July 29, 2009, Toronto, Ontario: Toronto Zoo proudly announces its partnership with Mark's Work Wearhouse, official supplier of new uniforms for Zoo staff. The great looking but practical new duds are the result of a unique collaboration between two great Canadian organizations, the Toronto Zoo and Mark's Work Wearhouse. The apparel is designed to look good while being in tune with the incredible variety of work tasks that Zoo staff encounter all year round. Everything from feeding a white lion to training sessions with the elephants, planting the site's spectacular flower beds, or carrying out general maintenance work.

"Mark's is the leading retailer and innovator of casual and work apparel in Canada. Our uniforms need to be quality-constructed to withstand the year round demands of our workforce. Mark's understands this and have provided great solutions for our needs" commented Robin Hale, COO, Toronto Zoo. "The partnership between the Toronto Zoo and Mark's Work Wearhouse is a match made in heaven," added Mark's vice-president of operations, Wendy Bennison, "We're both premier brands in our fields. We're both fiercely Canadian. And we're almost exactly the same age. Mark's is so proud to have created such a great fit with the Toronto Zoo, a national leader in their field."

The professional new uniforms include polo shirts, long-sleeved shirts, pants, 3-in-1 jackets, and work boots. The beige pants and olive-coloured shirts and jackets lend the clothing a "safari" feel which supports the Toronto Zoo brand.

Mark's casual apparel and accessories are also available for sale to visitors in the Zoo's new Zootique Gift Shop located at the Zoo's main entrance.

The partnership also goes beyond uniforms with promotional opportunities to be developed throughout the year to support the Zoo's conservation mandate and Mark's commitment to the community.

- 30 -

Mark's Work Wearhouse : Mark's Work Wearhouse is part of the Canadian Tire family and operates 356 stores across Canada, including 44 L'Equipeur stores in Québec. Known as the "Clothes that Work" company, its niche is in good-quality, well-priced innovative garments. Founded in 1977, the company stocks a large supply of its popular private label brands including Denver Hayes, WindRiver and Dakota. It offers an extensive collection of industrial work wear as well as weekend and business casual clothing and accessories for both men and women. For further information, visit marks.com or call 1-866-807-1903.

Toronto Zoo: Current Zoo hours - 9:00 am -7:30 pm. Last admissions one hour before closing. General Admission 13-64 incl. is \$21, Children 3 and under are free, Children 4-12 are \$13 and Seniors 65+ are \$15. Parking is \$8. Events and admission prices subject to change without notice. For general information call (416) 392-5929 or visit torontozoo.com