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For more Information
For more information
contact: Debbie Forrest,
Public Relations
(416)-392-5940



Photo: Toronto Zoo

Polar Bear Cub Has A Name!

March 31, 2012, Toronto, Ontario: The world has spoken! With almost 40,000 participants in the 'Name the Cub' contest, a name has finally risen to the top! "Hudson" has been confirmed as the name for Toronto Zoo's male cub! After a precarious start when he was born early on October 11, 2011, Hudson is a great ambassador for Canada's majestic Arctic species in need of public education and support.

The **Name the Polar Bear Cub Contest presented by Coca Cola** consisted of name suggestions entered online or at the Zoo's Facebook page from February 3 to March 16. Then from March 17 to 28, participants voted online for one of the top five names. Once the votes were tallied, "Hudson" emerged as the most popular name among our polar bear fans.

"Hudson's story, starting with the dedicated care of our Wildlife Care staff touches people's hearts," says John Tracogna, Chief Executive Officer. "It really demonstrates how much people want to be involved with the Zoo and conservation."

The Toronto Zoo is a champion for Canada's magnificent polar bears listed as a vulnerable species. The Zoo works closely with other Zoological associations and conservation institutions, including a close partnership with Polar Bears International (PBI). Zoo biologists and researchers work closely with their Wildlife biologist counterparts in the field with valuable learning and studies that can be applied to polar bear conservation in the wild.

The Toronto Zoo has four polar bears, including three adult bears that the Zoo also raised when they were rescued as orphans in Northern Ontario: parents Aurora (female) and Inukshuk (male) and another female Nikita (sister of Aurora). The cub can be seen in his new outdoor den in the Zoo's polar bear exhibit, generously supported by Symcor. "As part of our ongoing partnership, Symcor's Integrated Statement Services group is pleased to support the polar bear research and conservation initiatives at the Zoo," says Michael Corbett, Director, Operations, Integrated Statement Services at Symcor. "It also helps us to instill a culture of environmental awareness and engagement among employees which is an important aspect in solving the environmental challenges that face us today and in the future."

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About Toronto Zoo:

The Toronto Zoo is Canada's premier zoo and a leader in animal preservation and environmental protection. More than a tourist attraction, the Toronto Zoo boasts a number of leading programs for helping wildlife and their natural habitats – from species reintroduction to reproductive research. A world-class educational centre for people of all ages, the Toronto Zoo is open every day except December 25 and attracts approximately 1.3 million visitors each year.

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