



Press Release
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TORONTO ZOO GOES UNCONVENTIONAL FOR POLAR BEAR CONSERVATION

Tuesday, September 22, 2009, Toronto, Ontario: With the recent opening of the new 10-acre Tundra Trek and three returning polar bears, the Toronto Zoo wanted to try something unique to help raise further awareness of the crisis facing these enormous creatures – climate change. To do so, the Toronto Zoo created a massive, constantly melting, installation that demonstrated the urgent need for action and, ultimately, support for their conservation efforts.

An iceberg, standing over ten feet tall, was placed in the heart of downtown Toronto. Appearing as if it came straight from the Arctic itself, a large imitation polar bear stood on top. The iceberg, made of over twenty huge blocks of ice and weighing nearly four tonnes, could be seen slowly melting in Toronto’s hot July sun. However, as the iceberg melted, the position of the polar bear grew more and more precarious until the iceberg dramatically collapsed along with the polar bear itself. A sign reading **“Polar Bears Can’t Support Themselves,”** stood beside the fallen bear.

“This campaign is a provocative, wake-up call for people to change their habits and support polar bear conservation,” says Shanna Young, Executive Director, Marketing and Communications, Toronto Zoo. “The impactful and moving footage drives home a strong message about the serious consequences of inaction”

In addition to the stunt, the Zoo has launched the innovative website **“Polartweets.com.”** On the site, a polar bear sits atop an iceberg created by eco-friendly words sourced in real time from Twitter. Just like a real iceberg, its fate depends on people’s action. When the world tweets about eco-friendly things the polar bear’s iceberg grows – ensuring its survival. However, when we stay silent the “tweetberg” begins to melt – leaving the adorable polar bear in peril. “It’s an innovative way to start spreading the word on what’s important – and more sadly, visualizing what happens if we don’t,” says Christina Yu, Creative Director at Lowe Roche.

To learn more about the Toronto Zoo’s Conservation efforts and to find out how you can make a difference, visit **torontozoo.com** today.

Three polar bears, Inukshuk, Nikita, and Aurora, have returned to the Toronto Zoo and are currently on exhibit at the new Tundra Trek. For more details on the Tundra Trek or the Toronto Zoo visit **torontozoo.com**.

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Zoo Hours – 9:00 am to 6:00 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/vehicle. The Zoo is located at Meadowvale Road and Hwy. 401, Exit 389 east and west bound. For general information, call (416) 392-5929. The Toronto Zoo is open year round (except December 25th).

Toronto Zoo is accredited by CAZA (Canadian Association of Zoos and Aquariums) and AZA (Association of Zoo’s and Aquariums). Look for these logos whenever you visit a zoo as your assurance that you are supporting a facility dedicated to providing excellent care for animals, a great experience for you, and a better future for all living things. With its more than 200 accredited members, AZA is a leader in global wildlife conservation, and your link to helping animals in their native habitats. For more information, visit **caza.ca** or **aza.org**