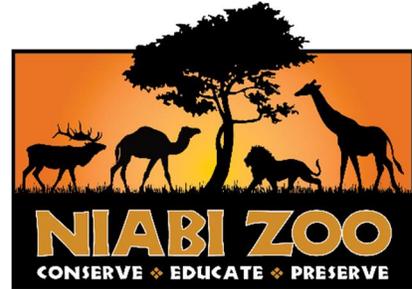


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## **Niabi Zoo collects more than \$32,000 in donations as a part of inaugural Quarters for Conservation program**

*Conservation donation program puts power of choice into visitor's hands*

COAL VALLEY, Iowa (Feb 11, 2016)–Niabi Zoo announced today that its inaugural Quarters for Conservation program resulted in a total of \$32,088.61 in donations that will go towards four conservation programs across the world – a total that far exceeded the Zoo's expectations. The program was implemented to connect the Zoo's guests with the natural world through conservation leadership and engaging educational experiences.

"Every child and every family member who visits Niabi Zoo greatly impacts species conservation," said Jill Roderick, director of educational programming. "It's amazing how the actions of simply going to the zoo can impact the wellbeing of animals around the world. Conservation and preservation are a bit part of our mission."

For each general admission ticket purchased, the Zoo donates 25 cents towards Quarters for Conservation. Each zoo that participates in this national program has the ability to independently select the beneficiaries they choose to support. Niabi Zoo selected the following four projects:

- The Malagasy Amphibian Breeding Program – This program helps the Association Mitsinjo with its protection of threatened amphibians in Madagascar. The group is currently building a habitat for the amphibians and a structure for educational activities.
- Ruaha Carnivore Project – Tanzania's Ruaha National Park supports about 10 percent of the lions left in Africa. This project helps educate people on how to reduce human-carnivore conflict as well as tracking the number of carnivores in the national park and studying how they live.
- Snow Leopard Trust – This trust protects the endangered snow leopard in central Asia and educates people who live in the same habitat to help preserve the snow leopard.
- Jaguar Conservation Fund – These funds support research in the "Jaguar Corridor" of Brazil so it can grow and support more jaguars. It is also raising funds to build habitats for the jaguars to keep them from harm or from doing harm.

Based on visitor's selections, the Snow Leopard Trust was the project that received the most donations with \$9,153.90. The Jaguar Conservation Fund was the second most popular project with \$8,380.74 in donations, while the Ruaha Carnivore Project, and the Malagasy Amphibian Project came in third and fourth with \$7,662.22 and \$6,891.75 respectively.

“As a zoological institution, we are part of a larger community that wants to see all animals on our planet thrive,” said Roderick. “We wholeheartedly support conservation worldwide, and our guests are an important part of our ability to fulfil this mission. We are thrilled with the success of the inaugural Quarters for Conservation season and we can’t wait to participate again this year when we open to the public April 11!”

If you visited Niabi Zoo during its 2015 season, visit <http://niabizoo.com/Get-Involved/Coins-for-Conservation.aspx> to see the progress that has been made thanks to the quarter donated from your admission tickets!

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Niabi Zoo gives visitors from the Quad Cities and beyond an opportunity to explore more than 40 acres of animal exhibits, including more than 140 species from Africa, Australia, Asia, and North America . As part of its mission, the zoo strives to connect the community with the natural world through conservation leadership and engaging educational experiences. Through its exhibits, educational programs, outreach efforts, field trips and more, the Zoo strives to instill a sense of care and understanding for wild animals in both children and adults. To learn more about Niabi Zoo, visit NiabiZoo.com.

Niabi Zoo opens April 11<sup>th</sup> for the 2016 season.