

Seneca Park Zoo, 2222 St. Paul St., Rochester  
[www.senecaparkzoo.org](http://www.senecaparkzoo.org)  
Contact: Rachel Baker August, Executive Director  
(585) 336-7210 or [raugust@senecazoo.org](mailto:raugust@senecazoo.org)



## **Zoo's Butterfly Beltway Project celebrates 100<sup>th</sup> garden**

The garden will be planted at Hammondsport High School on June 14

Rochester, NY – June 13, 2011 — Monroe County's Seneca Park Zoo continues to inspire members of the community in butterfly conservation and will celebrate that success in the planting of its 100<sup>th</sup> garden at 11:30 a.m. on Tuesday, June 14 at Hammondsport High School.

“With this 100<sup>th</sup> garden, we have now reached the milestone of planting 10,000 square feet of butterfly habitat here in Western New York,” said **Bart Roselli, Director of Education and Interpretation**. “The students at Hammondsport High School sought out their own funding for their butterfly garden and participated in field research projects near Keuka Lake centered around establishing and maintaining their garden on school grounds.”

The Butterfly Beltway Project began in 2002 with just five sites located at senior residences and special needs facilities. Today, the program has spread to grammar and high schools, universities, neighborhood gardens, private residences, businesses, libraries, churches and hospitals.

“This program is a fantastic example of the many ways the Zoo is working to educate the community on the importance of conservation,” said **Rachel Baker August, Executive Director for the Seneca Park Zoo Society**. “The idea of creating more butterfly habitat in all our gardens is extremely rewarding. I am thrilled to see this project flourish and that community is responding in a positive way.”

Programs at senior residences and at-risk youth organizations are funded by the Daisy Marquis Jones Foundation. For information on how to get your own garden started, contact Conservation Education Coordinator Tina Crandall-Gommel at [tcrandall@senecazoo.org](mailto:tcrandall@senecazoo.org) or (585) 295-7394, or visit our Web site at [www.senecaparkzoo.org](http://www.senecaparkzoo.org).

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Seneca Park Zoo is owned and operated by Monroe County. The Seneca Park Zoo Society is a not-for-profit organization which has, since 1957, provided education, fundraising, special events and public relations support to Monroe County's Seneca Park Zoo, which includes discounted and/or free admission to more than 170 zoos and aquariums across the country. For additional information, check us out on the Web at [www.senecaparkzoo.org](http://www.senecaparkzoo.org).