

Seneca Park Zoo, 2222 St. Paul St., Rochester

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Zoo celebrates final phase of *A Step Into Africa* expansion with Lion Exhibit groundbreaking

The Riedman Foundation brings their gift to \$1 million

Rochester, NY – April 14, 2011 — Monroe County’s Seneca Park Zoo and Seneca Park Zoo Society are delighted to announce that ground has been broken on the Zoo’s final phase of its *A Step Into Africa* expansion project.

The Lion Exhibit, the third and final phase of the project, will cost approximately \$4.6 million. A \$1 million gift from the Riedman Foundation will be key to the Society’s fundraising success. The Society is in the home stretch, with less than \$900,000 to raise toward the overall \$12.7 million project cost.

The Riedman Foundation has a history of supporting family-oriented capital improvements and programs which provide a platform for learning. The *A Step Into Africa* expansion project will do just that.

“I’m very proud that our family can provide this level of financial support to what will be a transformational change in the Zoo experience,” said David Riedman, Chairman of the Zoo Society’s Capital Campaign Committee and President of the Board of Trustees. “It has been a collaborative effort between the Zoo Society, other community members and Monroe County. This five-acre improvement will make an immediate and tangible change to the landscape of our Zoo.”

Comprehensive interpretive elements will accompany each aspect of the new exhibit, which will include a Dig Zone, double-decker Safari Bus, Maasai Village and an 8,000-square-foot Lion Exhibit. The Lion Exhibit will be home to three African lions, one male and two female. A Kopje rock structure will give visitors unique viewing opportunities into the exhibit, while glass viewing panels will allow visitors to go nose-to-nose with the King of the Jungle.

“I thank David Riedman and the Riedman Foundation for bringing the Zoo one major step closer to the opening of the *A Step Into Africa*,” said Rachel Baker August, Executive Director of the Seneca Park Zoo Society. “Their enthusiasm has not only helped to spearhead this Zoo improvement but it has also encouraged others to give.”

The exhibit, scheduled to open in spring of 2012, is expected to influence overall operations with greater attendance and membership, increased opportunity for educational programming, more exposure for the Zoo and greater recognition of the Zoo’s message of conservation and education.

“Having an attraction of this caliber in our community is a real bonus for area families,” said County Executive Maggie Brooks. “We are proud of the advancements in recent years and look forward to next spring when we can gather here again to cut the ribbon on this spectacular exhibit.”

Construction will take place all year and access to our African elephant and olive baboon exhibits will be closed throughout. If the elephants are outside, visitors will be able to see them from the overlook near the north end of polar bears.

A Step Into Africa continues the Zoo’s successful record of introducing new experiences through new exhibits. Help the Zoo finish the vision of Africa. Visit www.senecaparkzoo.org for details.

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, visit www.senecaparkzoo.org.