



News From

Maggie Brooks

Monroe County Executive

For Immediate Release

Friday, February 12, 2010

BROOKS, SENECA PARK ZOO ANNOUNCE ARRIVAL OF NEW MALE POLAR BEAR

Zero comes to Monroe County from the Milwaukee County Zoo

Monroe County Executive **Maggie Brooks** today joined officials from the Seneca Park Zoo Society, Seneca Park Zoo, County Parks Department, and ESL Federal Credit Union President and CEO Dave Fiedler to announce that the Zoo is home to a male polar bear. Zero, a 1,150 pound bear comes to Rochester from the Milwaukee County Zoo.

“Monroe County is thrilled to announce that Zero has acclimated well to his new home at the Seneca Park Zoo,” said **County Executive Brooks**. *“We have been eagerly anticipating the arrival of a mate for the Zoo’s resident female polar bear, Aurora, for nearly 18 months.”*

Zero came to Rochester following a recommendation from the Polar Bear Species Survival Plan (SSP). The Polar Bear SSP, a conservation breeding program of Association of Zoos and Aquariums, recommended the transfer after Zero and his mate at the Milwaukee Zoo had not been successful in producing offspring for the last four years.

“We are optimistic that Zero will successfully mate with our resident female polar bear Aurora – she has an excellent track record of giving birth and raising healthy cubs,” added **Brooks**.

Cubs are the long-term goal but the Zoo’s current focus is for them to get to know each other.

“A productive breeding season with Aurora and Zero would be a huge step forward for these important Arctic creatures,” added Larry Sorel, Seneca Park Zoo Director.

For now, the Zoo is excited to have added this magnificent Arctic creature to its collection for all visitors to see.

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“Last year, in a survey we conducted regarding the community’s interest in specific animals, polar bears ranked No.1,” said David Riedman, President of the Board of Trustees for the Seneca Park Zoo Society. *“We are positive that Zero’s awe-inspiring stature and interest in his new environment will surely delight even our youngest visitors.”*

The Seneca Park Zoo is delighted to welcome ESL Federal Credit Union onboard as the exhibit’s corporate sponsor.

“ESL is pleased to support the Seneca Park Zoo’s Polar Bear Exhibit,” said David L. Fiedler, ESL’s President and Chief Executive Officer. *“The Zoo consistently is one of the top attractions in Rochester, drawing crowds from diverse cultural, economic, educational and social backgrounds. We are excited that ESL is able to play a role.”*

The Seneca Park Zoo is open daily from 10 a.m. to 3 p.m. through March 31st. Visitors may stay on the grounds until 4 p.m. For more information on hours and rates, check out the Zoo’s website at: www.senecaparkzoo.org.

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