

theZOO
LOUISVILLE

WINTER 2020

Trunkline



MEET LEE!

**The Louisville Zoo's
Newest Polar Bear**



PROUD PARTNER OF THE LOUISVILLE ZOO






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PriceWeber is delighted to be part of the Louisville Zoo family.



GREETINGS



HELLO!

I'M JOHN WALCZAK, DIRECTOR OF YOUR LOUISVILLE ZOO.

As we head into the winter season, I would like to say thank you to all of our members, donors, partners and volunteers who have supported us during these challenging times. I know it's been an uncertain year with many changes. I hope your Zoo has been a point of relaxation and respite for you and your loved ones from the every day stresses of life. We continue to dedicate ourselves to providing a safe, healthy environment for our community to re-connect with the natural world. Most recently, we made member reservations required on weekends only, and debuted a new online gift shop. Read on for more updates about the Zoo, your favorite ambassadors and more.

Below are a few of our featured stories:



GET YOUR FITZ FIX

He's bigger and more playful than ever. See what everyone's favorite elephant calf has been up to, along with mom Mikki and "aunt" Punch.



TOTAL LEE

The Zoo welcomed a very large, male polar bear this autumn and we can't wait for you to meet him.



A HOLIDAY TO REMEMBER

See some of our unique gift and experience offerings to show those important people in your life how much you truly care and brighten up their holiday season.

Zoo Address

1100 Trevilian Way
Louisville, KY 40213

Telephone

Administrative Offices: (502) 459-2181

FAX: (502) 459-2196

Education: (502) 238-5358

Membership Office: (502) 459-2287

Zoo Hours — Open Daily

Through March 20, 2021

10 a.m. – 4 p.m. (stay until 5 p.m.)

March 21 to Mid-Sept. 2021

10 a.m. – 5 p.m. (stay until 6 p.m.)

The Louisville Zoo is closed on Thanksgiving, Christmas and New Year's Day.

Printed by

Admission

Non-members must purchase tickets in advance online. Members must reserve tickets online before visiting on Saturday and Sunday only. Check our website for updates to policy.

Children 2 and under receive free regular admission and do not require a ticket reservation.

Visit Us Online at LouisvilleZoo.org

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Cover Photo:

Graham S. Jones, Columbus Zoo and Aquarium

Contributors: Kim Allgeier, Noah Barnes, Stephanie Bromback, Heather Dishon, Kelly Grether, Lori Hagest, Terri Lenahan-Downs, Molly O'Keefe, Adam Shaft, Rebecca Sizemore, Diane Taylor and John Walczak

Trunkline is published four times a year by the Louisville Zoological Garden, John T. Walczak, Director. The Louisville Zoo, a nonprofit organization and the state zoo of Kentucky, is dedicated to bettering the bond between people and our planet by providing excellent care for animals, a great experience for visitors and leadership in scientific research and conservation education. The Zoo, an agency of Louisville Metro Government, is accredited by the Association of Zoos and Aquariums (AZA).

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SAFE
SAVING ANIMALS
FROM EXTINCTION

Kentucky
UNBRIDLED SPIRIT



Fitz's Fabulous First Year

By Noah Barnes, Marketing Seasonal

It's time for an update about everyone's favorite elephant calf: Fitz! By now, you've likely heard about the 1-year-old, fan-favorite animal ambassador. It's hard to believe, but Fitz is already over 900 pounds. Yet, he still has a long way to go to catch up with his 8,300 pound mother, Mikki!

Fitz has been gaining more confidence and more independence along with his hundreds of pounds. He's eating and investigating more solid foods, although he still nurses from Mikki and will continue to do so for a few more years. We all know how much Fitz enjoys mud puddles, but he's also learned the joys of the elephant pool! He was introduced to it this fall — with keeper supervision, of course. Fitz is growing well but still has many things to learn about being an elephant from his mom Mikki, "aunt" Punch, and from the other members of his "herd" — our keeper staff.

The elephant keeper staff have been training with Fitz multiple times a day using what we call, "operant conditioning." This means, when Fitz does a keeper requested action, like raising a leg or moving to an area, the keepers blow a whistle to indicate, "good job, you did what was asked!" Then, Fitz is given a tasty treat as a reward. This positive encouragement makes training enjoyable for Fitz and helps strengthen the bond between Fitz and his caretakers.

These trainings are incredibly important; the training he is learning now will help keep him healthy and active for the rest of his life.

Training helps Fitz know when to move between areas so that staff

can better clean and care for his exhibit space.

Plus, by training Fitz to perform specific actions when prompted, his keepers will be able to assess his physical condition. This will allow the staff to check how he is doing without the stress that could be associated with a veterinary checkup.

Fitz's training also helps our staff check what is happening on the inside as well as the outside. The elephant calf has already learned how to give blood which our veterinary team uses to assess his overall health. By checking his blood for pathogens, the vet staff can stay ahead of and treat any illnesses that could affect Fitz. They also test his blood for cortisol, a hormone used to indicate stress. This allows our keepers to rest assured they are giving Fitz the best care possible.

Fitz is one incredible elephant and the love and support he has received from the Zoo's community has been incredible as well. We hope you will continue to support the Louisville Zoo, Fitz and the other amazing animal ambassadors at your Zoo. We can't wait

to see all the things Fitz will learn over the next year; and don't worry, we will continue to give you updates on everyone's favorite pachyderm!

Photo by Brian Hettinger



Total Lee

By Rebecca Sizemore, Marketing Intern
Photos by Graham S. Jones, Columbus Zoo and Aquarium



The Louisville Zoo is excited to welcome a new addition to Glacier Run — Lee, the male polar bear! 20-year-old Lee comes to us from the Columbus Zoo, where he's lived for the last two years. He was moved here as part of the Association of Zoos and Aquariums Polar Bear Species Survival Plan. Lee was a guest favorite at the Columbus Zoo and his keeper staff believe he will be here as well. The Louisville Zoo's Assistant Director Steve Taylor said, "Lee will be an important ambassador for his species, and it will be nice for Zoo guests to see just how big mature male polar bears are."

Although Lee arrived at the Louisville Zoo in August, he was in quarantine through the middle of October. A quarantine exam was performed at that time and now he has begun slowly acclimating to his new surroundings. Polar bears are naturally solitary animals, coming together only to breed, and the Louisville Zoo does not have a breeding recommendation for our bears. Lee will most likely remain separate from our female polar bear, Qannik. However, he will be able to get to know the other inhabitants of Glacier Run, including Qannik, through mesh gates

behind-the-scenes where they are able to see and smell each other.

Glacier Run keeper Drew Koch said that while Lee weighs in at almost 1,000 lbs., nearly twice Qannik's weight, this is about average



for an adult male polar bear, one of the largest apex predators in the world. Lee may be much larger than Qannik, but Koch says he's also very laid-back, while Qannik is more active. Like Qannik, Lee enjoys swimming in the chilled waters of Glacier Run and has a blast rolling around the 55-gallon plastic barrels in his off-exhibit holding space.

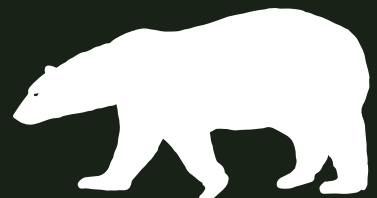
Despite his diet being comprised of mainly meat, fish and sweet potatoes, one of Lee's favorite snacks is romaine lettuce. Lee responds well to training with lettuce and other foods as a treat, according to Koch. These training sessions are

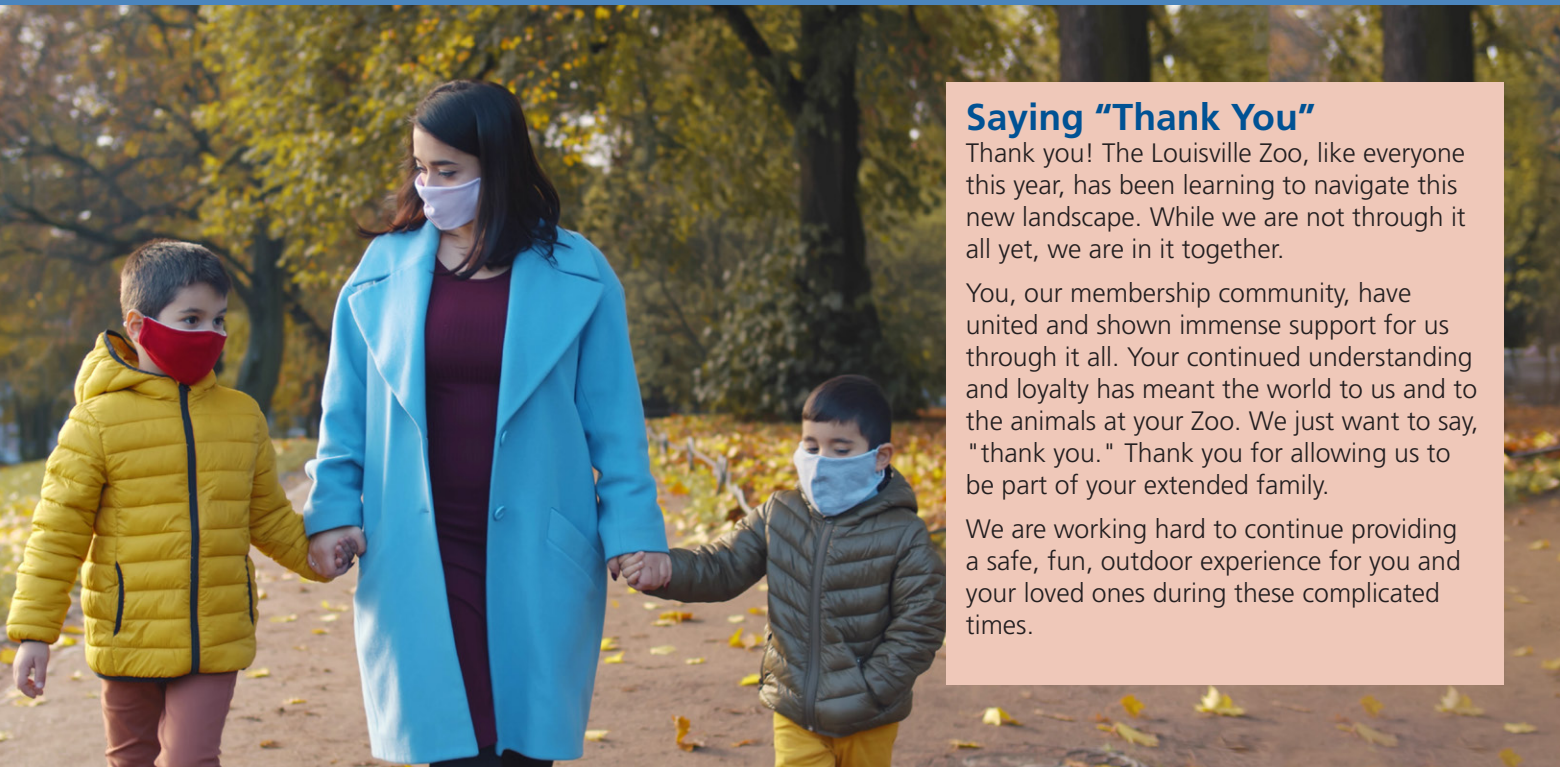
especially important for Lee's health care, as he has a host of allergies for which he receives an injection every two weeks. Koch says, "He is well-trained to present his shoulder for the injection. Lee doesn't even flinch; he takes it like a champ."

According to Taylor, Lee and Qannik also participate in a research project measuring cortisol levels in polar bear hair. Field researchers request this information to better understand the population of polar bears surviving in the remnant wild. Taylor said, "This is one of the ways managed populations can assist field researchers

to save polar bears in the warming Arctic and its vanishing sea ice."

We are so pleased to have such an important species ambassador join Qannik in helping to teach our guests about polar bear conservation. Come visit Lee in Glacier Run and get to know this big, laid-back bear!





Saying "Thank You"

Thank you! The Louisville Zoo, like everyone this year, has been learning to navigate this new landscape. While we are not through it all yet, we are in it together.

You, our membership community, have united and shown immense support for us through it all. Your continued understanding and loyalty has meant the world to us and to the animals at your Zoo. We just want to say, "thank you." Thank you for allowing us to be part of your extended family.

We are working hard to continue providing a safe, fun, outdoor experience for you and your loved ones during these complicated times.

We Don't Hibernate

The Louisville Zoo is open daily year-round — so, come out and embark on a fun, winter adventure! Bundle up and walk the Zoo while our outdoor animals enjoy the cool weather. After curing your cabin fever, stop by the Main Plaza Gift Shop and use your member discount (10% off) to grab some cozy Louisville Zoo gear and a cup of hot chocolate.

Member Updates

We are happy to announce that during the winter months, members can visit the zoo Monday through Friday without advanced reservations. We will continue to work closely with local and state health officials to provide the safest experience possible and we may see a recommendation from them to return to reservations as we get closer to our busy season.

Lemurs on Winter Vacation

During the winter season, the "Ghosts of Madagascar" exhibit will be closed as we work on renovations for a new structure for our ring-tailed lemurs to enjoy. Look forward to seeing the lemurs again in 2021!

Looking for a Special Gift this Holiday Season?

We know it may be harder to see your friends and family during the holidays this year. However, you can reserve some family time together for the next 12 months with a Louisville Zoo membership. Just purchase them an e-gift card in the amount of any membership level. They can activate it at any time. It's perfect for big families, little families and all the nature lovers in your life. It's also a great way to eliminate those stir-crazy days at home — all while supporting wildlife. Visit LouisvilleZoo.org/HOL20 for details.

Gift and Concessions

The Main Plaza Gift Shop is now open with limited capacities as well as our African Outpost restaurant. Check out our new "Grab-and-Go" items during the week and our fresh grilled items available during the weekend, including the new vegan Beyond Burger.

Treat yourself to Another year!

We love having you as a valued member and hope you value our work as well. Help us continue our mission to protect wildlife while providing a safe place for families to create lasting memories all year long. If you are a current or expired member looking to renew your membership as a gift to you and your family, visit louisvillezoo.org or call the membership office at (502) 459-2287 to renew your membership today. If you use or mention promo code HOL20, you'll save \$5 on your membership. Plus the first 1,500 receive a sloth plush toy. Visit LouisvilleZoo.org/HOL20 for details.

KROGER COMMUNITY REWARDS

Did you know? The Louisville Zoo is available as a choice in the Kroger Community Rewards program. Kroger aims to give back to the charities, schools, and other nonprofit organizations that matter to you most by letting you choose to whom you assign your donation. Simply enroll at krogercommunityrewards.com. Choose the Louisville Zoo. Then, each time you swipe your Kroger Plus Card, Kroger will donate money to support the Louisville Zoo. Enrollment is required yearly, so please renew if you haven't already! For more in-depth instructions, please visit our website at LouisvilleZoo.org/support/kroger



KROGER WILD WINTER DAYS

The Louisville Zoo is teaming up with Kroger for our Wild Winter Days program. Receive a voucher for an additional \$2 off a future adult or child regular admission ticket at the gate when you bring in a canned good item for Dare to Care Food Bank. Voucher valid March 1 – Oct. 31, 2021.

To date, the Zoo has collected nearly 25,000 pounds of food thanks to the generosity of its guests! More info at LouisvilleZoo.org/wildwinterdays.

**WE ARE
ZOO-PER
EXCITED!**

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ZOO BUCKS

The Louisville Zoo is pleased to offer members coupons with various Zoo offerings like guest admission and activities. We hope you enjoy the following limited-time promotional offers.

Please check the expiration dates and restrictions on the coupons.

ADMISSION	ADMISSION	FOOD	FOOD
BUY ONE ADULT ADMISSION, GET ONE FREE	PURCHASE A 6" ELEPHANT PLUSH FOR \$5	BUY ONE HOT CHOCOLATE GET ONE FREE!	FREE SOUVENIR FOUNTAIN DRINK REFILL
One time use. Valid Louisville Zoo Membership and photo ID required. Discount cannot be used with any other offers or discounts. One time use per membership.	While supplies last. Purchase at front plaza ticket windows Valid Louisville Zoo Membership and photo ID required. Discount cannot be used with any other offers or discounts.	Valid at African Outpost or Main Gift Shop One time use. Valid Louisville Zoo Membership and photo ID required. Discount cannot be used with any other offers or discounts.	One time use per membership. Valid Louisville Zoo Membership and photo ID required. Discount cannot be used with any other offers or discounts.
 %TFREE-GA	 %NELEPLUSH		
			
Expires 2/28/2021	Expires 2/28/2021	Expires 2/28/2021	Expires 2/28/2021

HAPPY Holidays

WE
WISH YOU



Share, Care and Connect this Season

The winter months bring a season of caring and connection to our community. We may not be able to spend as much time together this year, but we all want to show those around us that we appreciate them in unique and memorable ways. Let us help you find a meaningful gift to celebrate your friends and family while nurturing and protecting wildlife. Every purchase at the Zoo supports our mission to better the bond between people and our planet and reinforces your role in bringing that mission to life.

Creating Future Adventures

A Zoo Gift Membership is a perfect option to reserve a full year of family time together, shared adventures and a commitment to support wildlife. Learn more about this special holiday offer of \$5 OFF, valid through Dec. 31, 2020 on page 6.

Extra, Extra Special Gifts

We all have people in our lives who deserve an extra special gift of recognition. Celebrate a friend, family member, valued customer or client with an engraved brick in the Etscorn Garden or a **personalized bench on Zoo grounds**. Contact the Zoo at (502) 238-5386 to learn more.

Let Them Decide

Reserve time together later and let them choose their own adventure with a **Louisville Zoo gift card, available online** in amounts from \$5 to \$150 and valid for 12 months after activation. **Great for admission, rides and attractions, gift shop purchases or even a Zoo Membership!** Learn more at LouisvilleZoo.org/giftcard.

Unique & Memorable Goodies

The Louisville Zoo Gift Shop can take you and your loved ones on an incredible wildlife adventure this holiday season. Our toys, books and unique fair-trade gift items will introduce your friends, family and little ones to a world as remarkable as they are. Handmade and eco-friendly items, created in small villages and benefiting the residents of these communities, are available in the Main Plaza Gift Shop. Be sure to stop by and see our beautifully beaded animal-themed ornaments, Louisville Zoo shirts and amazing variety of animal plushies. Zoo Members to receive 10% off all regular price purchases. The Main Plaza Gift Shop is open daily, 9:30 a.m. to 5 p.m. (Zoo closed on Thanksgiving, Christmas and New Year's Day.) Admission to the Zoo is not required to shop. **Can't make it to the Zoo? Shop online for Zoo favorites at shop.louisvillezoo.org.**



WE
WISH YOU

HAPPY Holidays



Special Moments Together

Is your little one in need of a new bedtime story? Create an opportunity for special moments together with the Zoo's first-ever children's book "The Truth About Zoos: Annie's Awesome Adventures." Your little readers will fall in love with Annie, a sleuth for the truth, and her down-to-earth friend Marcus, as they investigate your very own Zoo and learn what the animals and caretakers do every day. "The Truth About Zoos" features illustrations of some of Louisville Zoo guests' favorite exhibits such as Snow Leopard Pass, Islands and Glacier Run. It is written by the Zoo's curator of education, Kim Allgeier, illustrated by J.L.R. Harrington, and published locally by Butler Books. Pick one up at the Main Plaza Gift Shop or online at shop.louisvillezoo.org.



Enriching Options

'Tis the season of compassion and creating bonds. Create a bond with wildlife and show our animal friends how much you care with a gift to the Louisville Zoo Enrichment Tree. The Louisville Zoo Enrichment Tree, presented by the Louisville Chapter of the American Association of Zoo Keepers (AAZK), is similar to the Angel Trees seen inside malls. The difference is that your donations go to help your favorite Zoo animals get new enrichment items! These enrichment items increase behavioral choices, provide engagement and stimulation and draw out species-appropriate behaviors and abilities, thus enhancing animal welfare. Visit our website at LouisvilleZoo.org/tree to see a list of items and learn more.

Adopt Your Favorite Animals Depend on People to Survive

Become a symbolic parent to support your favorite animals.

By gifting an adoption or becoming a symbolic parent of your favorite animal at the Louisville Zoo, you help us take a bite out of the over \$500,000 we spend annually to feed our amazing animal ambassadors. Your generous support also allows us to purchase more fun and engaging enrichment items for all of our Zoo residents. We even have a special sloth offer on the back cover!



VIRTUAL PROGRAMS

More information at LouisvilleZoo.org/Education



ZOO LIVE ADVENTURES

\$150 per group of up to 32 participants

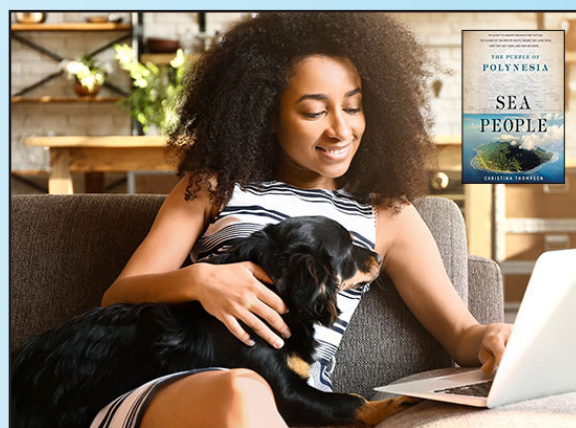
Join us for an adventure! All Zoo Live Adventure Programs are designed to meet the needs of individual groups, homeschool co-ops and school classrooms. Connect with our Zoo staff, get an up close encounter with animal ambassadors and give your group access to Zoo staff and experts to get answers to your questions about the Zoo, conservation, careers, or anything you've ever wanted to know! Plus, your adventure also includes a downloadable "Zoo Detectives" mystery packet, and more!

CONSERVATION AND CONVERSATIONS — SEA PEOPLE: THE PUZZLE OF POLYNESIA BY CHRISTINA THOMPSON

\$10 per device

January 20, 2020; 5:30 – 6:30 p.m.

Could you cross the Pacific Ocean in a canoe? Join us for a discussion of "Sea People" with author Christina Thompson to find out why and how early Polynesians were so willing to set off into the unknown. **Book available through LFPL or wherever books are sold.*



BREAKFAST WITH THE BEARS: A VIRTUAL EVENT

February 27, 2021; 9 – 10 a.m.

You bring the breakfast, we'll bring the bears. Join us for a virtual breakfast on International Polar Bear Day to learn about this important species and get an up close virtual view of the polar bears in our Award Winning Glacier Run exhibit. As a part of the event, participants will get an opportunity to learn about polar bears and their conservation, ask questions about the polar bears in our care, participate in activities and more!

SEE YOU THIS SUMMER!

We can't wait to see you again! Safari Day Camps will be returning IN PERSON in June 2021. We're back and better than ever – with new smaller group sizes and updated safety procedures to make sure your kids have an unforgettable summer. Camps go on sale early 2021 – check LouisvilleZoo.org for details coming soon.



WILD LIGHTS

ASIAN LANTERN FESTIVAL

AT THE LOUISVILLE ZOO



Your Zoo was aglow with excitement this Spring and Summer as we celebrated Wild Lights: Asian Lantern Festival presented by T-Mobile. The region's largest lantern event of this kind saw Zoo pathways illuminated with over 2,000 intricate Chinese lanterns including an impressive 160-foot long dragon poised atop the lake.

Guests were mesmerized by moving displays like the beautiful moving wings of the cranes, pandas climbing a flower studded tree, and the giant crocodiles opening and closing their mouths. Interactive elements like the walk-through (socially distanced of course) shark allowed our guests to become part of the fun. As one of the largest lantern displays in the US, Wild Lights features something for everyone to love!

We hope to welcome this unforgettable experience back in 2021!



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SPONSOR THANKS

Every day, the Louisville Zoo welcomes visitors, supports conservation projects, creates once-in-a-lifetime memories and cares for endangered wildlife. Just like our animals, corporate partnerships with the Zoo come in many shapes and sizes. Your business or organization can partner with the Zoo through many different opportunities including event or program sponsorships, group events and more! With attendance of over 759,000 this past year, your brand has the potential to reach a significant number of families in the region.

For info on how you can become a Zoo corporate sponsor, contact ZooSponsorship@LouisvilleKy.gov.

Special thanks to our generous sponsors for these winter and spring programs:

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Resumes
March 1, 2021

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OUTFRONT

Save for education
with special benefits
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For more information about the Kentucky Educational Savings Plan Trust (KY Saves 529), call 877-598-7878 or visit kysaves.com to obtain a Program Description, which includes investment objectives, risks, charges, expenses, and other important information. Read and consider it carefully before investing.

Before you invest, consider whether your or the beneficiary's home state offers any state tax or other state benefits such as financial aid, scholarship funds, and protection from creditors that are only available for investments in that state's qualified tuition program.

KY Saves 529 is administered by the Kentucky Higher Education Assistance Authority. Ascensus College Savings Recordkeeping Services, LLC is the Program Manager. 359099_ES_KY 1020

Memories from this year's

Boo at the Zoo



COSTUME CONTEST WINNERS

Thank you to everyone who participated in our Boo at the Zoo Virtual Halloween Costume Contest! The competition was fierce and we were amazed at all of your cute and creative costumes. Congratulations to our winners: Mandi Whitehouse (homemade porcupine costume), Amy Song Jsa (bumblebee and butterfly) and Theresa Gerstenkorn (Steve Irwin and Crocodile). Honorable mention goes to Shelly Cronen (Scooby Doo family). We were very impressed!



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PAYING IT FORWARD

Since reopening in June after closing earlier this year for 87 days, despite all the challenges COVID-19 has brought the Louisville Zoo, staff are working hard every day to provide expert care for the animals entrusted to them. Every day, we are offering opportunities for members of the community to connect and engage in a way that is personal, meaningful and comfortable for them and their family at this time.

The Zoo is committed to being a leader in species conservation while also serving as a place of learning, enjoyment and respite for the community – as it has for over 50 years. As the Zoo continually adjusts and realigns with changes necessitated by the pandemic, we are grateful for your continued support via philanthropic gifts, general admission and membership. In a normal operating year, the Zoo relies on earned and support revenue to account for 70% of its annual operating budget; membership fees alone make up 24% of this total.

This year, while the Zoo is seeing a small increase in philanthropic support, membership and earned revenue are not faring as well due to limitations on attendance capacity and the essential reductions to on-site amenities and attractions. While things may look and feel a bit different for guests in terms of how they interact with the Zoo right now, caring for our animals, their exhibit spaces and other Zoo services have not changed and cannot be further reduced in scope without

impacting the success of the Zoo and animals.

The hard cost to ensure all our animal's basic care needs are met is \$115,000 per week. This includes food, preventative and continuous care health plans, enrichment, and

the dedicated staff responsible for the animals' care. Your Zoo is dedicated to ensuring all animals' needs are met every day and firmly believes in the importance of high-quality food, daily health care and the inclusion of enrichment items to support the overall wellbeing of the animals.

We ask that you pause this holiday season to recall what the Zoo has meant to you and your family over the years and to "pay those memories forward" for future generations. This is a difficult time to request support, however, a gift from your family today will be an investment in the continued success of the Zoo's animal care program, benefiting the community and species world-wide. Your gift will have direct and immediate impact.

We are grateful for friends like you who are willing to consider helping in times of such adversity. Your support will truly help the Zoo bridge this crisis and catalyze its positive social and economic impact on the region. To make a gift, you may use the enclosed envelope or visit us online at LouisvilleZoo.org/donate. You can also connect with us by calling (502) 238-5615. Members of our team would welcome the opportu-

nity to talk with you about a place so important to the region and animals worldwide that is doing so much to make our community a great place to live, work and raise a family.

WAYS YOU CAN SUPPORT YOUR zoo:

Philanthropic gifts round out our annual financial needs and provide for the daily needs of the animals as well as new, innovative exhibits and programs for the community. Every gift, regardless of size, can truly make a difference.

Join the Louisville Zoo
Sustainer Society

Set-up a monthly/recurring gift
to the Louisville Zoo Fund

Contribute appreciated stock
(security account #78973274,
DTC #0547)

Direct your 401K or IRA
Required Minimum Distributions
(RMD) to the Zoo

Add \$5, \$10, \$25 or more to
your upcoming membership
renewal in support of the
Louisville Zoo Fund

Plan to upgrade to a Zoo license
plate next time you renew
car tags

Purchase a brick or bench to be
placed on Zoo grounds

Purchase an item from the Zoo's
Wish List

To learn more contact us
at **(502) 238-5615** or visit
LouisvilleZoo.org/support.

DONOR THANKS

Gifts received July 1 – October 31, 2020
(All gifts of \$100 or more are listed in this publication)

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