



“Feeding the Zoo” Raises over \$39,000 with help from Woodman’s Food Market

For Immediate Release

MADISON, Wis., Oct. 28, 2015 – The Friends of the Henry Vilas Zoo announces today that \$39,355 was raised in three weeks for its first ever “Feeding the Zoo” campaign. The campaign, which raised funds to help zoo operations and feeding costs of over 600 zoo animals, received a match from Woodman’s Food Market of \$10,000.

“We are so grateful for the tremendous support from Woodmans’s Food Markets and all who participated in the matching gift challenge.” said Alison Prange, Executive Director of Friends of Henry Vilas Zoo “Community support is essential to providing the best possible care for our animals, and our zoo.”

In 2015, with support of the local community, the Henry Vilas Zoo was able to raise the funds to complete its Arctic Passage Campaign. The Association of Zoos and Aquariums (AZA) accredited institution has plans for future addition and improvements and hopes for continued support to keep the zoo among the leaders in animal conservation and education.