



Henry Vilas Park Zoological Society  
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***'Zoo Century' Campaign Gains Major Sponsors***  
***Zoological Society Announces Gifts from the Swiss Colony Foundation***  
***and American Family Insurance***

(MADISON, WI) The Henry Vilas Park Zoological Society received two major financial commitments this month from area companies. We are pleased to announce that the Swiss Colony Foundation has made a pledge of \$800,000 to support the Zoo Century's Arctic Passage exhibit while American Family Insurance has given \$250,000 to the new Children's Zoo.

The Swiss Colony Foundation pledge, in combination with the \$200,000 gift already provided by the company's foundation last year, brings their total commitment to one million dollars. The planned Arctic Passage, a state of the art exhibit focused on natural habitat for polar bears, harbor seals, snow owls and reindeer is due to open in 2007.

American Family Insurance's generous gift of \$250,000 will go to support the new Children's Zoo. Harvey Pierce, Chairman and Chief Executive Officer of American Family Insurance, states, "Henry Vilas Zoo is one of Madison and Dane County's great family treasures, providing a positive, fun, and educational experience for generations of families and residents, all for free. We are proud to support this needed renovation that will improve the quality of that experience for many more generations to come." Ground has already broken on the new Children's Zoo and a foundation for the Children's Zoo landmark, the Conservation Carousel was laid last week. The carousel is due to begin spinning early next year with the rest of the Children's Zoo improvements to follow.

The Zoo Century fundraising campaign has a financial goal of \$27 million over 10 years, all to support major renovations at the Henry Vilas Zoo. Society Board President Keith Oleson states, "with commitments like these, we are confident the Henry Vilas Zoo can remain an inspiring and worthy asset for the entire community as we reach our 100<sup>th</sup> Anniversary. We sincerely thank The Swiss Colony Foundation and American Family Insurance for their dedication."

The Henry Vilas Park Zoological Society has been the Henry Vilas Zoo's member-supported fundraising organization since 1914. The Zoological Society promotes the Zoo's mission to conserve and protect the wonders of the living natural world, to build an understanding by people of animals by promoting conservation, and to provide high quality recreational and educational experiences to over 500,000 annual visitors.

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