

## Save the Date! Conservation Carousel Grand Opening Weekend

We are pleased to announce that the Conservation Carousel will open to the public on Saturday April 8th at 10am following a brief grand opening ceremony.

All 36 animals on the carousel have been sponsored by families and organizations across the community.

Carousel Works of Mansfield Ohio spent a week at the Zoo assembling the specially designed attraction.



The Conservation Carousel will open to the public on April 8th.

The carousel, which is housed in a beautiful new four-season building near the Lake Wingra

entrance to the Zoo, will be the landmark in the new Children's Zoo which is currently under renovation.

Several radio stations will be broadcasting from the carousel on opening weekend including Q106 on Saturday and Magic 98 on Sunday.

The Carousel will be \$1 a ride and open from

10am-4pm daily throughout the summer season.

## Calling all Zoo Century Supporters

This month marks the one year anniversary of the *Zoo Century* campaign launch. This year has been a great success, with support from a large cross-section of individuals, families, foundations and businesses. Including private fund raising and the commitment of Dane County and the City of Madison, we have almost \$13 million of the \$27 million needed for the continued renovation our wonderful, free Zoo.

As we enter year two, we have set the bar high. The Zoological Society will maintain our focus to achieve the goals of this major capital campaign. In 2006, we intend to raise at least the next \$4 million in private support for *Zoo Century*. This is an exciting challenge and we hope to involve all current *Zoo Century* supporters in the effort to expand our reach and share our message.

**We are focusing on one main objective in 2006; telling the Zoo's story.** We are confident that by simply sharing the vision for the Zoo's future, our entire community will be eager to participate.

A key aspect of our current success was in providing potential major donors an opportunity to tour the Zoo, particularly if they have not visited in many years. We were able to showcase the success and improvements from previous campaigns as well as demonstrate the overwhelming need for major renovations.

As a current *Zoo Century* supporter, please consider working with the Society to organize a group of a potential major donors to visit the Zoo with you this spring or summer. Contact Amy Lensing or Mark Schemmel to get involved.

## February 24th Event— A Blast!

Guests at the first time Arctic Blast event were treated to the unique venue of Electronic Theatre Controls (ETC) in Middleton, whose lobby is constructed to replicate a 1920's New York City street reminiscent of iconic Edward Hopper paintings. The event raised funds and awareness for our new Arctic Passage exhibit for the polar bears and seals.



Channel 3's Live at 5 anchors Katy Sai and Mark Koehn even joined in the fun, broadcasting from ETC while volunteers were preparing for the event.

One highlight was a diamond promotion sponsored by Diny's Jewelers and Steve's Liquor

(Mineral Point Rd). Diny's donated a beautiful one carat diamond ("Arctic Ice") valued at \$5000 that was won by one lucky guest who purchased a glass of champagne with a chance to win. Attendees also had fun bidding on silent auction items ranging from a golf foursome with Honorary Zoo Century campaign Chair, PGA Golfer Jerry Kelly to ice cream for a year from Schoep's.

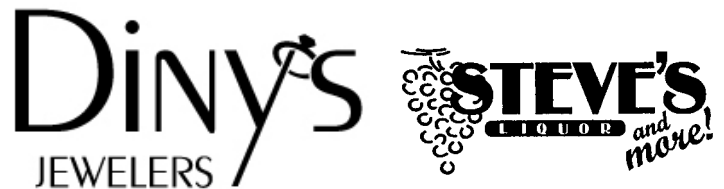
Current Zoo Century supporters were brought together with those who were just learning about the plans for the first time. Guests were identified by a committed group of event "Ambassadors" who extended invitations to their contacts and associates. "Our supporters' excitement for the campaign is contagious, and we were able to share that



WISC-TV Broadcasts Live from the Arctic Blast on February 24th

with people who were just learning about Zoo Century," stated Executive Director Mark Schemmel.

**Special thanks to Diny's Jewelers, Steve's Liquor & More, and Electronic Theatre Controls!**



## Arctic Passage Model Travels Across Community

Over the past five months the model of our new Arctic Passage habitat for polar bears, snowy owls, seals and reindeer has been making its way around town to favorite community destinations. With stops at the State Capitol, City County Building, U.S. Bank, East Towne & West Towne Mall, IMAX Theater and Hilldale Mall, many residents have had the chance to preview the plans.

The model's stay was paired with EdZooation events that included a chance to get up close to animals, and meet the Zoo's mascot, Henry the Lion. Families eagerly asked



The Zoo's Mascot, Henry the Lion and volunteer Mary Briand take time out to take part in an Arctic coloring activity with children at the West Towne Mall event.

questions about the new habitat and took part in an Arctic coloring activity. The events were sponsored by The Lake and Q106, whose on-air personalities were on hand for the fun.

Thank you to Mid-West Family Broadcasting for promoting the event & all sites for their hospitality.

**If you would like the Arctic Passage model to make a trip to your company's lobby, contact Amy Lensing at 258-9490**

