

**ASSOCIATION
OF ZOOS &
AQUARIUMS**



Lincoln Park
Zoo



AZA Accredited Zoos and Aquariums

\$8.4 billion in economic activity

100,000 jobs

800,000 animals in 221 facilities

Popularity of Zoos and Aquariums

88% of Americans have a favorable view of zoos and aquariums

76% said they would recommend visiting to a friend

175 million annual visitors in 2008

Attendance expected to rise for 2009



Support for Zoos and Aquariums

80% said that zoos and aquariums are important enough to local communities to receive government funding

86% said that it was important to them that the Lincoln Park Zoo teach preservation of wildlife and environments



Leadership Role

Conservation

116 Species Survival Plans

172 Species

3,700 Conservation Projects

Education

400,000 Teachers

12,000,000 Students



Green Mission

National Aquarium, Monterey Bay Aquarium

Ocean Project Public Opinion Research on Climate Change

Vancouver Aquarium

LEED Gold and ISO 14001 Certification

Cincinnati Zoo & Botanical Garden

LEED NC Platinum Certification

Happy Hollow Park & Zoo

Entire facility will be LEED certified

Philadelphia Zoo

Footprints - carbon offsets and conservation grants

Indianapolis Zoo

www.mycarbonpledge.com

Lincoln Park Zoo's

Conservation Campus



Recognition of Our Role



PGAV Environmental Sustainability Study

Attractions visitors are 70% more likely to visit “green” attractions.

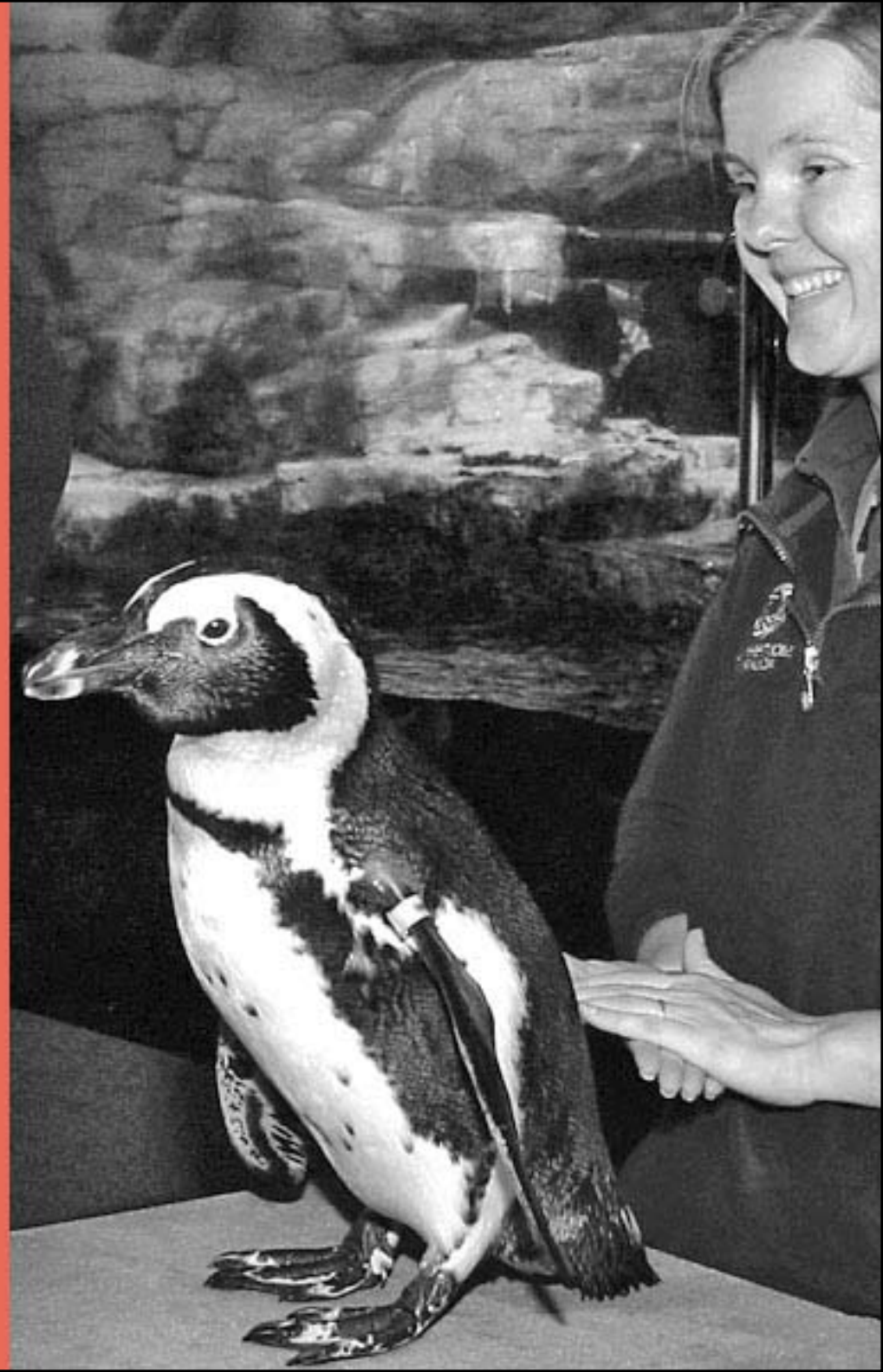
30% of visitors have already made such discriminating choices.

Four in ten expect the price of “green” attractions to be higher and they expect to pay 9% more.

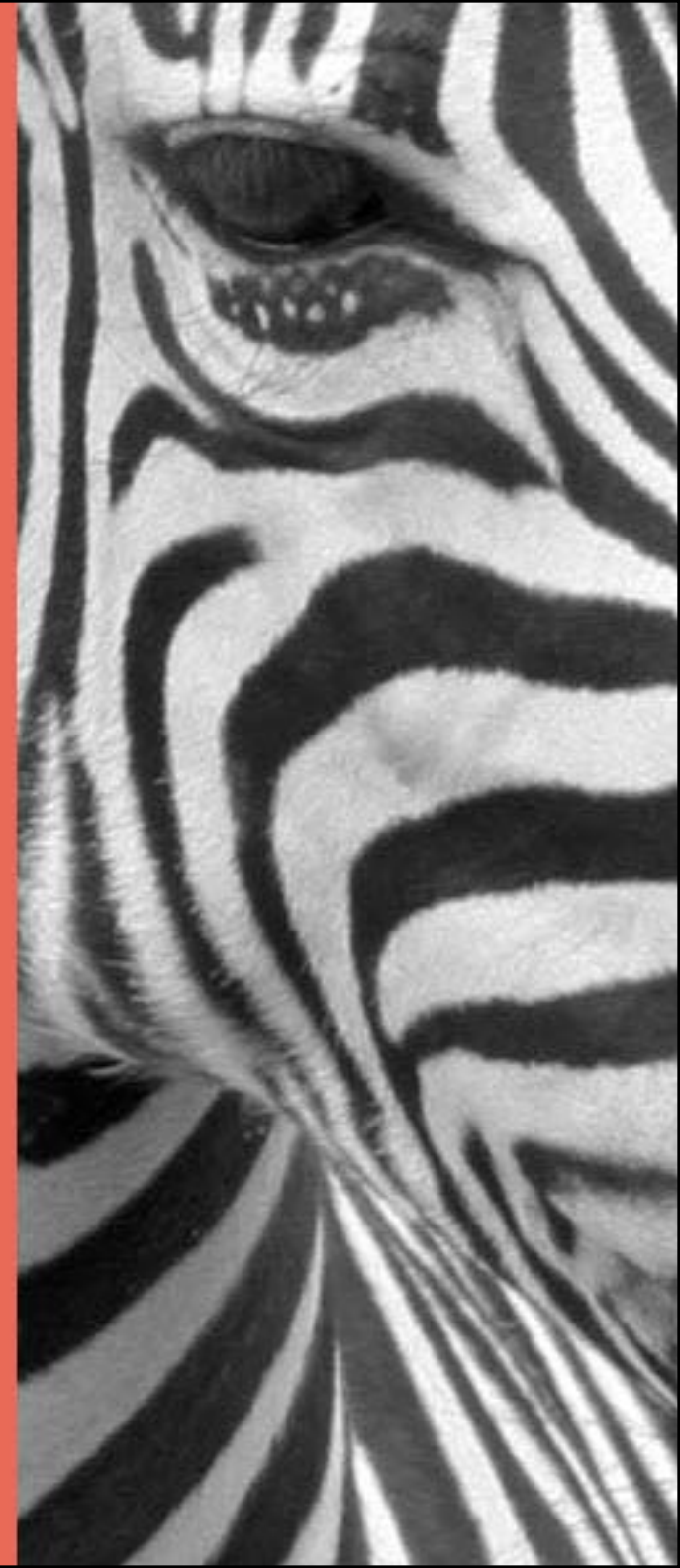
IEG Sponsorship Survey

13% said a company could improve its reputation by sponsoring their favorite sporting event.

41% said that their impressions of a company would improve if it supported their favorite cause.



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