

News

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DANA BROWN CHARITABLE TRUST ANNOUNCES \$3 MILLION ENDOWMENT OF SAINT LOUIS ZOO'S CHIEF EXECUTIVE

ST. LOUIS — The Dana Brown Charitable Trust has announced a gift of \$3 million to the Saint Louis Zoo to endow its position of chief executive officer. The endowment will provide financial support for the future and will fund the Zoo's most important professional position.

Effective immediately, the Zoo's top position will be known as the Dana Brown President & CEO of the Saint Louis Zoo. Currently Dr. Jeffrey P. Bonner holds that position.

"To the best of our knowledge, this is the first time that the position of Zoo Director or President has been endowed," said David Diener of U.S. Bank and chairman of the Dana Brown Charitable Trust. "The Saint Louis Zoo has an unparalleled history of executive leadership, dating back to its first director, George Vierheller, and continuing with such illustrious figures as Marlin Perkins, Charlie Hoessle and now its current president, Dr. Jeffrey Bonner."

The Dana Brown Charitable Trust, a local philanthropic private foundation created in 1994, was named for Dana Brown, a noted businessman, philanthropist and animal enthusiast. Mr. Brown adopted St. Louis as his home after moving to the area in 1944 to work for Manhattan Coffee Company and later starting the Dana Brown Safari Coffee Company.

Brown came from humble beginnings in West Virginia, but his belief in hard work proved beneficial in his entrepreneurial efforts and eventually allowed him to help those less fortunate than he. In fact, he often helped others quietly and anonymously. Since his death, the Dana Brown Charitable Trust has worked to continue his legacy by directing its charitable support primarily to disadvantaged children in the areas of health, education and welfare; zoological projects; wild and domesticated animal interests; and the arts and culture.

The Saint Louis Zoo has been a treasured local visitor attraction and a leader in the zoo community for nearly 100 years. The Zoo is a key player in the world-wide stage of wildlife conservation.

Open year round, the Zoo attracts close to 3,000,000 visitors each year. Admission to the Zoo is free. The Saint Louis Zoo has been named America's #1 Zoo by Zagat Survey and Parenting Magazine. For more information about the Zoo, visit www.stlzoo.org.

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