

# News

FOR IMMEDIATE RELEASE  
June 4, 2010

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## SAINT LOUIS ZOO KICKS OFF “THE LIVING PROMISE” CAMPAIGN WITH MAJOR GIFTS, PLANS FOR MAJOR DEVELOPMENTS

At an inaugural event at the World’s Fair Pavilion, the Saint Louis Zoo announced its \$120 million, seven-year campaign – “The Living Promise” - to supporters last night. The campaign addresses the Zoo’s most pressing needs, which were identified in its recent strategic plan.

“As we plan for the Saint Louis Zoo’s future, we have made a promise to always care deeply for animals and the natural world, to remain accessible to all our visitors, to be a leader in wildlife conservation and to steward our resources carefully,” says Dr. Jeffrey P. Bonner, Dana Brown president and CEO of the Zoo. “We are celebrating the Zoo’s 100-year anniversary this year, and now it is time to plan for the next 100 years. We promise to make them memorable for generations to come.”

Among the Zoo’s goals are to enhance some of its older exhibits, to improve the visitor experience and to strengthen its infrastructure. About \$74 million of the Zoo’s goal of \$120 million has already been pledged by individuals, corporations and foundations.

### **Emerson Makes Largest Single Charitable Gift in Zoo History**

At the event, David N. Farr, chairman, CEO and president of Emerson, announced a multi-year gift of \$5 million to the Saint Louis Zoo. This is the largest single charitable gift in the history of the Zoo. In recognition, the Zoo’s renowned miniature train will be named the **Emerson Zooline Railroad**. The Zoo’s train is one of the most popular paid attractions at the Saint Louis Zoo. Now in its 47<sup>th</sup> season, it has transported more than 32 million visitors through the years.

“In my view, children are key to the Zoo. They give the Zoo deeper meaning and purpose,” Farr said. “It is just plain fun to go to the Zoo, no matter if you’re young, or just young at heart, and being able to ride a real, working miniature train from site to site

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The Living Promise  
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adds to the joy and excitement. We are very happy to support the Zoo's campaign, and I challenge other St. Louis companies to join us in this important initiative."

### **New Exhibits, Endowment Are Highlighted**

A number of new exhibits, as well as the Saint Louis Zoo's Endowment Fund, will benefit from "The Living Promise" campaign.

Set to undergo construction this fall is **Sea Lion Sound**, a significantly expanded and improved 1.55-acre home for some of the Zoo's most popular animals, the California sea lions. This exhibit will combine two popular areas, the current Sea Lion Basin and the Sea Lion Arena into one major complex. The project includes a state-of-the-art sea lion habitat, **Sea Lion Landing**, with salt-water pools, underwater viewing, a unique underwater walk-through tunnel, and the new **Lichtenstein Sea Lion Arena**, where public shows will be held.

On the drawing board are **Grizzly Ridge** and **Polar Bear Point**, habitats for grizzlies and polar bears, including underwater viewing of the polar bears; **Andean Bear Ridge** in an area across from the capybaras and giant anteaters within River's Edge; and **Sun Bear Forest**, a new habitat for Malayan sun bears near the Asian elephants in River's Edge.

Currently under construction is **Elephant Woods**, a fourth Asian elephant habitat with a forest environment. Also under construction is the **Wachovia Wells Fargo South Arrival Experience**. Behind the scenes, the **Myron Glassberg Family Maintenance Facility** under construction will improve the Zoo's ability to care for all of its facilities and animals.

"The Living Promise' campaign will satisfy some of the Saint Louis Zoo's most urgent needs, including infrastructure repairs, new exhibits, and improving our visitors' experience," says Joseph F. Imbs, III, regional chairman and St. Louis Market president of U.S. Bank and chairman of "The Living Promise" campaign. "Maybe one of the most important aspects of the campaign will be to increase the Zoo's endowment and create a permanent, reliable source of income to withstand economic downturns and hedge against inflation."

Major gifts were also announced last night from both Edward Jones and the Steven F. Schankman family.

"One hundred years ago, the founders of the Saint Louis Zoo made a number of extraordinary promises to the people of St. Louis," adds Bonner. "They took action to create 'a zoo open to all, free of any admission charge, to serve as an institution of public instruction and amusement.' I believe they would be very pleased today with where that vision and those promises, made long ago, have led us tonight."

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