

Week 2 Fact Sheet

Master of Arts

Communication Management – Marketing Communication

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April 12, 2020

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ASSOCIATION OF ZOOS & AQUARIUMS



ABOUT

The Association of Zoos and Aquariums (AZA) is a 501(c)3 nonprofit committed to animal care and welfare, conservation and education. For over 40 years, AZA has promoted best practices in animal welfare and care, husbandry and veterinary medicine through its thorough accreditation process. Over 230 AZA-accredited zoos and aquariums provide the highest quality care and serve as leaders in conservation, education and professional excellence. AZA provides development and networking opportunities to its members to help them be the best in their professions, which in turn helps further the quality care given to animals. AZA members engage the public in nature and wildlife conservation through storytelling and education programs. By empowering its institutions and connecting with the public, AZA aims to increase its conservation initiatives and its impact in saving endangered species and wild habitat.



VISION

"The Association of Zoos and Aquariums envisions a world where all people respect, value and conserve wildlife and wild places."



MISSION

"The Association of Zoos and Aquariums helps its members and the animals in their care thrive by providing services advancing animal welfare, public engagement and the conservation of wildlife."

FACTS



Over 800,000 animals are cared for by AZA-accredited institutions.



\$231 million is dedicated annually to conservation initiatives.



Over 200 million visitors come to AZA-accredited institutions each year.



Over \$22.5 billion was generated to the U.S. economy by AZA-accredited institutions in 2018.

OUR PROMISE



"We will promote AZA accreditation as the standard of excellence in the zoo and aquarium profession."

"We will increase the collective impact of AZA members in animal care, welfare, sustainable population management and the conservation of wildlife."

"We will tell powerful stories about the work of AZA-accredited zoos and aquariums."

"We will empower zoo and aquarium professional to be leaders in their field."

Association of Zoos & Aquariums. 2020. "About the Association of Zoos & Aquariums." Association of Zoos and Aquariums. Association of Zoos & Aquariums. Accessed April 10. <https://aza.org/>.

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References

Association of Zoos & Aquariums. 2020. "About the Association of Zoos & Aquariums." *Association of Zoos and Aquariums*. Association of Zoos & Aquariums. Accessed April 10.
<https://network.aza.org/>.