

JUNE 1, 2020

ASSOCIATION
OF ZOOS &
AQUARIUMS

THE BUZZ



"AZA zoos and aquariums have stepped up to the task of connecting people with nature in a virtual space."

DAN ASHE, CEO AND PRESIDENT OF THE AZA



CONSERVATION

CONSERVATION CONTINUES DURING COVID-19

Conservation efforts are ramping up in the midst of the global COVID-19 crisis. The AZA Board of Directors recently added six more species to the SAFE (Saving Animals from Extinction) species program. The new additions include: American turtles, Andean bear, Andean highland flamingos, Asian hornbills, North American monarch and North American songbirds. A recent survey indicated that 72% of members were concerned about COVID-19's impact on endangered species.

The government affairs committee has reached out to state and federal government officials to inform them that COVID-19 has created more challenges for protecting endangered wildlife and habitats. They have emphasized that decreased staffing in wildlife-protected areas has increased the vulnerability for illegal trafficking, poaching, polluting and logging. Canceled field research plans have led to missed research opportunities and the loss of valuable data for protecting endangered species.

The AZA Board of Directors continues to evaluate ways to continue conservation efforts. The AZA is committed to obtaining resources to ensure that conservation measures remain in place and are upheld during the global COVID-19 crisis.

WELCOME, BABY ANIMALS!

The Species Survival Plan (SSP) has led to the birth of 115 baby animals born over the past year. The combined research and collaboration among AZA-accredited institutions has made this year the most successful for the SSP. More than 60 baby animals born over the past year are defined as critically endangered. By the end of 2020, the AZA plans on expanding the SSP by 10%.

These recent newborns are a great reminder that life goes on during the uncertain times of COVID-19.



Kris & Remus

Kris, a cheetah cub, born at the Cincinnati Zoo & Botanical Gardens plays with her companion puppy, Remus.



Shelley

Shelley, a baby prehensile-tailed porcupine (known as a porcupette), was born in February at Disney's Animal Kingdom.



Erie

Erie, a sea lion pup, was born in October at the New York Aquarium. Erie's mom came from the Columbus Zoo in Ohio. Erie is named for Lake Erie as both New York and Ohio border Lake Erie.

MEMBER INSTITUTION SPOTLIGHT

CHEYENNE MOUNTAIN ZOO DEVELOPS PALM OIL APP



The Cheyenne Mountain Zoo in Colorado Springs recently launched the Sustainable Palm Oil Shopping App for Android and iOS mobile devices. Consumers can scan barcodes to determine if products are made using sustainable palm oil. Brands that are members of the Roundtable for Sustainable Palm Oil (RSPO) are featured. The RSPO commits to using sustainable palm oil and protecting the habitat of endangered species. Users can learn more about species threatened by unsustainable palm oil production such as orangutans, clouded leopards, Malayan sun bears and Sumatran rhinos. The Cheyenne Mountain Zoo has contributed significantly to the overall conservation efforts of the AZA and the protection of critically endangered species that fall under the SAFE species program.

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CAROLINE'S REASONING & RATIONALE



Advancing objectives

The Buzz caters to the primary target audience of current and future AZA members and individuals with professions related to animal sciences and conservation. These stakeholders would look to The Buzz for information on initiatives that impact all AZA-accredited institutions, AZA leadership updates, news on animal science and unique stories about fellow member institutions.

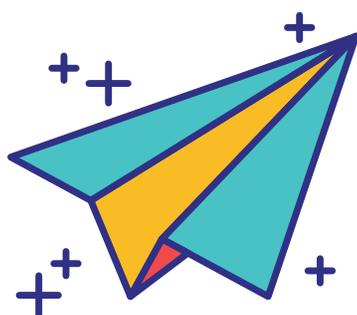
What key messages will be covered in the content?:

- *Quote from Dan Ashe: Connecting people with nature*
- *Conservation does not stop during COVID-19: Conservation*
- *Celebrate newborns of the SSP: Collaboration and sharing of member institutions, high standard of care and conservation*
- *Cheyenne Mountain Zoo develops palm oil app: Collaboration and sharing of member institutions, connecting people with nature and conservation*



Timing for sending

This newsletter will be sent twice a month in order to be frequent enough to make a valuable impression. The newsletter will be sent on the first and third Monday of each month. For June, it would be sent on June 1 and June 15.



Distribution

The AZA has communication liaisons at all member institutions. The AZA PR team will work with those liaisons to acquire email distribution lists. Prospective AZA members or stakeholders can opt in to the mass email distribution list. Social media and website updates will also share messages with URLs to drive readers to The Buzz.