

Zoo Launches *Wonders of Water* Campaign on World Ocean Day

Naples, FL — Where there is life, there is water. All living creatures need water for their existence, whether they reside in the depths of the ocean, or in the vast, dry expanses of the desert. On World Ocean Day this June 8th, Caribbean Gardens: The ZOO in Naples, an accredited member of the American Zoo and Aquarium Association (AZA), launches its participation in the AZA's nationwide "Wonders of Water" focusing on our vital water issues.

World Ocean Day, created in 1992 at the UN Earth Summit in Rio de Janeiro, is sponsored by The Ocean Project, a consortium of organizations and individuals from around the world who will come together on June 8 to celebrate the oceans, reflect on their importance in our lives, and take time to do something good for our blue planet. Caribbean Gardens is a zoo partner of The Ocean Project and AZA is a supporting member. So dive right in and pick up a variety of free resources at the Zoo to celebrate the "Wonders of Water."

Fish Finder

Our knives and forks are a powerful tool in the effort to protect our oceans and fishing communities. Consumer demand contributed to the collapse of Canada's cod fishery that put tens of thousands of people out of work and even killed fisherman who went further offshore in boats ill-equipped for the deep ocean in order to catch the dwindling number of fish. To make informed dining decisions, guests can pick up a free Seafood Watch card at the Zoo. Caribbean Gardens is a Full Partner in Monterey Bay Aquarium's Seafood Watch program.

Habit Breaker

We all make many quick but meaningful choices every day as a matter of habit – and sometimes without much thought. But by taking a few moments to evaluate some of those decisions, we can make some dramatic improvements for our lifestyle and pocketbooks. The Zoo's newly revised Wild Choices brochure and new "Top 10 Ways to Be Blue" provide ideas that can save a family tens of thousands of gallons of water a year along with the energy required to heat it. There are also ways to save time at lunch while using less gas, keep your house cooler, and how to keep water from going down the drain while getting a drink. The Wild Choices brochure is free to Zoo guests and is printed on tree-free kenaf paper – a fast growing relative of the hibiscus plant that's an alternative paper source to pine forests.

An 8-Million-Pound Litter Bag

Now in its 20th year, the International Coastal Cleanup removed about 8 million pounds of trash on over 11,000 miles of shoreline in 88 countries last year. Organized each year by The Ocean Conservancy, this year's Cleanup is

scheduled for September 17. Beginning on World Ocean Day, the Zoo will have information available from The Ocean Conservancy about how guests can get involved in this international phenomenon.

Wonderful Water

People can help protect the oceans and the animals in them by visiting Caribbean Gardens this summer or clicking www.napleszoo.com where many of these resources can also be downloaded. "The oceans and waters belong to everyone, and protecting them is everyone's responsibility. The good news is, all of us working together can make a difference," said Tim Tetzlaff, the Zoo's Director of Conservation. "We know that the biggest cause of water pollution is from individual people. And that means if each of us does one thing differently, we can improve the oceans dramatically."

The AZA's "Wonders of Water" campaign encourages families to learn about and conserve water. "Wonders of Water" aims to help people understand that from the air we breathe to the food we eat, we all depend on the ocean for survival. "Many of us are not aware how much we affect the ocean and how much the ocean affects us. For instance, people are usually surprised to learn that the ocean produces the majority of our oxygen," said Tetzlaff. "Fascinating facts like this have been integrated in the new on-screen trivia presentation that plays prior to the Zoo's daily Planet Predator shows. We invite people of all ages to take advantage of the resources the Zoo is offering to explore the amazing world of the ocean and the animals that depend on it, and learn how everyone can play a part in conserving this precious resource."

Executive director of the AZA, Sydney J. Butler, said "AZA-accredited zoos and aquariums represent widely different geographical regions – some are near oceans, others are adjacent to rivers, streams and lakes, while still others are landlocked, and yet oceans are relevant to all of us. With 'Wonders of Water,' we hope to demonstrate this universal connection, and that the things we put on the soil and in the water have an impact on the health of the oceans, no matter where we live in the country."

Caribbean Gardens: The ZOO in Naples is grateful for the opportunity to highlight this important issue to the public. The Zoo is already one of the top 10% of American zoos accredited by the prestigious American Zoo and Aquarium Association. The 52-acre zoo is located at 1590 Goodlette-Frank Road in Naples across from the Coastland Center mall. In addition to the historic garden and rare animals, the Zoo features a daily variety of innovative presentations. Guests experience close up views of live animals as well as stunning wildlife clips on video screens during the Zoo's two feature shows, Planet Predator and Serpents: Fangs & Fiction. Guests board the Primate Expedition Cruise to glide by islands inhabited by monkeys, lemurs, and apes live in natural habitats. Alligator Bay offers a daily feeding and guests have opportunities to meet the keeper at select exhibits every day. Admission (\$15.95 adult/ \$9.95 children) includes all shows and the boat ride. Visitors can also pick up a healthy lunch and snacks at the SUBWAY® Cafe and shop for wild gifts at tame prices in The ZOO Gift Shop. The Zoo welcomes guests daily from 9:30 to 5:30 with the last ticket sold at 4:30. To learn more, click www.napleszoo.com or call (239) 262-5409.

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