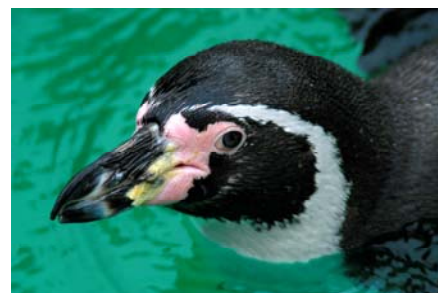

Media Kit: Humboldt Penguin Exhibit

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Ryan Hawk

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CONTACT

For more information, photo requests or to schedule an interview with Woodland Park Zoo staff, please contact:

Woodland Park Zoo Public Relations
206.548.2550
woodlandparkzoopr@zoo.org
www.zoo.org

Gigi Allianic, Public Relations Manager
Rebecca Whitham, Public Relations Coordinator



Exhibit Overview

The new **Humboldt penguin exhibit** is part of the zoo's Long-Range Physical Development Plan (LRPDP), which generated global recognition for revolutionary exhibits that incorporate landscape immersion. Capital improvement projects continue to fulfill the zoo's vision of replacing its remaining older exhibits with enriched and dynamic naturalistic environments for animals. The planned exhibit rises to new standards for the care of these endangered birds, for inspiring visitors, and for conservation efforts at a sustainable zoo.



Originally created for sea lions in 1947, the previous penguin exhibit was outdated. The new exhibit will house an expanded colony of up to 60 Humboldt penguins. Shoreline cliffs, viewable nesting burrows, rocky tide pools, crashing waves, and a beach re-create this endangered species' Peruvian desert coastal habitat.

Located near the planned new west entry, the exhibit will be visitors' first animal encounter. The exhibit's sights, sounds, and smells will cater to the birds' natural behavior and social dynamics while immersing visitors in a journey of penguin habitat conservation thousands of miles away.

With special windows and acrylic walls, dramatic vantage points will offer guests nose-to-beak viewing as penguins splash, dive and "fly" underwater. Other close encounters involve watching the busy birds preen, squabble over territory and scramble over rocky shores.

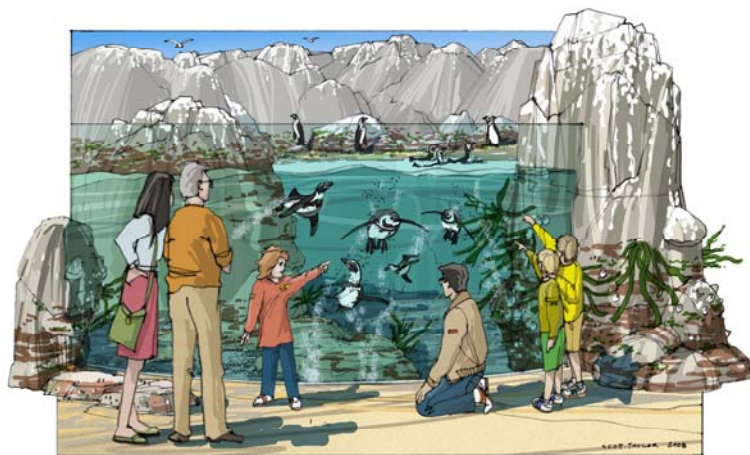
Environmentally friendly design means the zoo has the planet and nature in mind. Innovative biofiltration will provide a superb aquatic environment for penguins, crystal clear viewing for visitors and dramatic water savings for everyone, thus reducing the zoo's environmental footprint.

Exhibit Public Opening	May 2, 2009
Location	Near West Entrance, adjacent to Rain Forest Food Pavilion
Size	17,000 square feet
Project Cost	\$6.5 million, first phase of \$14 million penguin/west entry project
General Contractor	Berschauer Phillips
Exhibit Designer	Studio Hanson/Roberts
Specialty Design and Fabrication	Dillon Works!; Turnstone; Michael Courtney Design
Project Manager	Monica Lake, Woodland Park Zoo

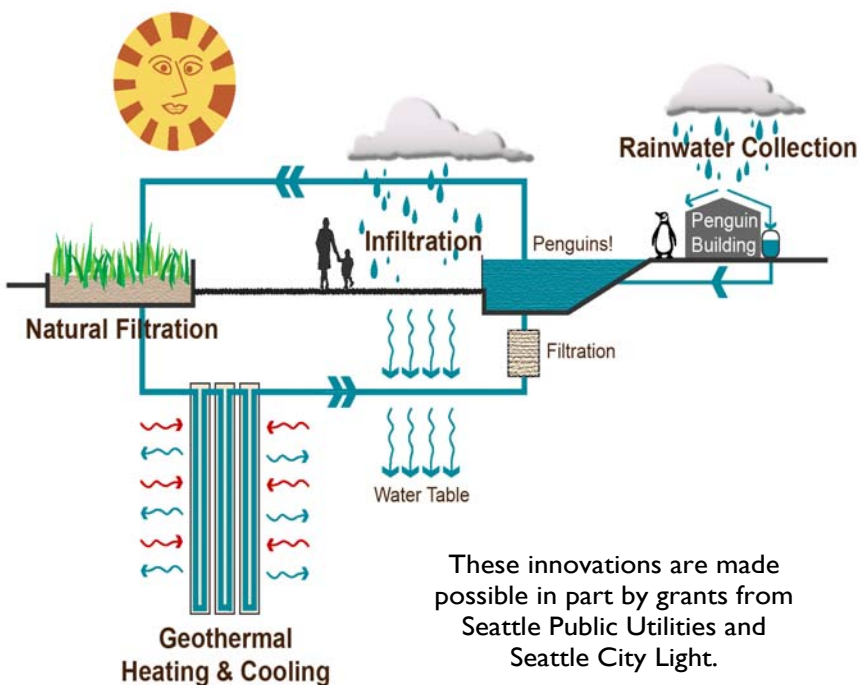
Sustainably Built: “Green” Exhibit Features

Designed with Nature in Mind

Water is an essential feature of the natural habitat of all penguins, and so it is with our new Humboldt penguin exhibit. While we are designing the entire 17,000 sq. ft. exhibit to conserve natural resources, our approach to managing water use and quality is particularly innovative. Instead of traditional fill and dump practices, we will fill the penguin pool once. Then, we will use the earth’s natural systems to ensure a pristine water environment for these endangered birds while preventing stormwater runoff from entering our lakes, thus contributing to the health of Puget Sound.



The exhibit will save approximately **3,000,000 gallons of water** and **22,000 kilowatt hours of energy each year!** That’s the equivalent of saving 24 million pints of drinking water, and heating five, new two-bedroom townhouses each year. How are we saving so much water and energy?



Water Recirculation and Cleansing

The exhibit will filter stormwater on site in two ways. First, it will collect rainwater from the roof and use it to replace pool water lost naturally through evaporation. All rainwater that falls onto the paths will filter back into the ground to recharge the earth. Second, “dirty” but nutrient-rich water from the penguin pool will trickle through a “constructed wetland” modeled on a natural filtration ecosystem. Here, plant roots and microbes will naturally absorb these nutrients, returning purified water to the penguin pool. No water will enter the sewer system.

Ground Source Energy

The earth's own geothermal capacity will heat and cool the penguin pool water. Humboldt penguins’ ideal water temperature is 50-60° F, and the earth’s temperature 100 feet below the exhibit is 55° F. Deep tubes will use the earth’s thermal reserves to temper the penguin pool water appropriately, cooling it in summer and heating it in winter.

The Visitor Experience

Welcome to the desert coast of Peru!



Immerse yourself in the desert coast of Peru with the state-of-the-art Humboldt penguin exhibit at Woodland Park Zoo. The naturalistic exhibit will simulate the coastal habitat where Humboldt penguins come ashore to nest. Our penguins will be able to exhibit natural physical and social behaviors among rocky tide pools, flat beaches and crashing waves.

This beautiful, natural-looking exhibit will mimic Punta San Juan, the desert home of the largest colony of wild Humboldt penguins in Peru. Visitors will be able to see these flightless birds preen, squabble over nesting sites, breed and raise chicks—much like they do in the wild. Special windows will allow close-up views as the penguins “fly” underwater at speeds of up to 17 mph.

Visitors will also experience:

Nearly nose-to-beak encounters as the penguins explore waves and currents, porpoise over rocks and dive for fish.

A blowhole that bursts out into the visitor space and reminds us of the surprising power of the ocean. The blowhole and special discovery areas for kids encourage exploration and unstructured play—an important element for early learners, whether they are people or penguins!

Up to 20 nesting pairs! As the penguins breed, these very social animals will be able to explore a greater range of behaviors as they raise their chicks and the colony grows.

Conservation education programs for kids of all ages to share in the exciting diversity of life at the shore with a focus on endangered penguins and ways we all can help conserve their wild habitat.



Exhibit Story Highlights

Beyond incredible underwater and shoreline views of the penguins, the new Humboldt penguin exhibit features several exciting areas for families to explore the fascinating biology, culture, and conservation issues of Punta San Juan, Peru, after which the exhibit is modeled:

Immerse Yourself in Punta San Juan

As you enter the exhibit, step across a school of ornamental anchovies and encounter an authentic-style Peruvian wooden fishing boat, created by the master builders at Port Townsend's Wooden Boat Foundation. A great play-element for kids, the boat interlaces the message of local, small-scale fishing with penguins, people and conservation. A mural, based on wall paintings at the national guano reserve in Punta San Juan, shows penguins with other important species native to the area. Signs in the exhibit are modeled on the ones in Punta San Juan, instructing you in Spanish and English, just as they do at the reserve for researchers, volunteers and guano harvesters. Nearby guano bags are stacked next to a working guano harvest area. The bags and tools offer clues to the backstory of Punta San Juan: how guano harvesting disrupts the nesting of wild penguins and other birds.



R. Scott Vance



R. Scott Vance

Research Blind

Researchers study penguin behavior and work towards their protection at the guano reserve in Punta San Juan. Bringing their work to life, an interactive research blind in the exhibit recreates a typical setting for a wildlife researcher where you'll not only get a view of the penguin colony, but also see interesting work-in-progress from a researcher. Here visitors can connect with Zoo Corps teen researchers and educational programs to investigate penguin behavior.

See a Penguin, Be a Penguin

Kids will not only see penguins, but they can *become* penguins with immersive play areas designed especially for kids ages 1-8. Surrounded by family-friendly seating, a central hollow area mimics a tide pool where kids can pretend to swim in the sea. Shells, bones, kelp and anchovies in bas-relief around the hollow "swim area" invite discovery, while an oversized nest burrow and two actual sized burrows with realistic looking eggs and real penguin audio allow kids to explore how penguins nest in the wild. A short "penguin scramble" through very low rocks at the perimeter of the space lets kids waddle through the habitat as they exit the reserve.



Dennis Dow

Community Support for Exhibit

The entire Puget Sound community has helped Woodland Park Zoo build a new home for Humboldt penguins!

Two major community fundraising campaigns provided support for the penguin exhibit:

Pennies for Penguins

Woodland Park Zoo deeply appreciates the generous contributions and support from our community to the Pennies for Penguins coin drive, sponsored by Coinstar, Inc., which concluded on April 30, 2008. **Thanks to the following community contributors:**



Cherry Crest Elementary
Chestnut Hill Academy
Darrington Elementary
Fall City Elementary
Half Price Books
John Hay Elementary
Lakeside Middle School
*Mark Twain Elementary
Medina Elementary
North Beach Elementary

Ordway Elementary
Ridgewood Elementary
Silver Lake Elementary
Somerset Elementary
St John's Catholic School
Sunnycrest Elementary
West Mercer Elementary
Wilkes Elementary
Zion Prep Academy

*Special thanks to Mark Twain Elementary in Kirkland, Wash. for raising the most funds through Pennies for Penguins. The top fundraising class, Mrs. Susan Preston's '07-'08 fifth grade class, will be recognized with a specially engraved ornamental anchovy that will be embedded in the exhibit.

"Your Name Here" Community Campaign

Hundreds of community members and organizations joined the school...the school of fish, that is, with the zoo's "Your Name Here" community fundraising campaign.

For gifts of \$1,000 or more to the penguin effort, community members received an ornamental anchovy etched with their name, permanently embedded in the penguin exhibit plaza.

Anchovies are Humboldt penguins' favorite food, and are part of the exhibit's conservation story about diminishing food sources for penguins in the wild.



Lead Public and Private Support for Exhibit

Woodland Park Zoo is thankful to the following major public and private supporters of the new Humboldt penguin exhibit:

- An anonymous donor
- Bank of America Charitable Foundation
- Coinstar, Inc.
- The Hugh and Jane Ferguson Foundation
- Bill & Melinda Gates Foundation
- Anne and D. Wayne Gittinger
- Mike Halperin and Jodi Green
- Joshua Green Foundation
- John C. and Karyl Kay Hughes Foundation
- Juniper Foundation
- King County
- Microsoft Corporation
- M.J. Murdock Charitable Trust
- The Norcliffe Foundation
- The Nudelman Family
- PACCAR Inc
- The Pigott Family
- The Ragen Family
- Seattle City Light
- Seattle Public Utilities
- The Seattle Times
- The Williams Family
- The Wright Family



Dennis Dow

Fact Sheet: Humboldt Penguin

Humboldt Penguin

(*Spheniscus humboldti*)

Classification and Range

Humboldt penguins belong to the family Spheniscidae which includes about 18 species of penguins. There are three other species of penguins in this genus: *S. demersus*, *S. magellanicus* and *S. mendiculus*.

Humboldt penguins are found along the coast of Peru and Chile in the Humboldt Current. This current flows northward along the west coast of South America, bringing low salinity and nutrient-rich water from Antarctica.

Habitat	Height	Weight	Life Expectancy	Diet
The Humboldt penguin lives on rocky mainland shores, especially near cliffs, or on coastal islands.	15-18 inches (38-45 cm)	Approximately 9 pounds (4 kg)	Approximately 20 years in the wild; up to 30 years at zoos	In the wild: Fish, especially anchovies, herring and smelt At the zoo: Live trout, smelt and herring with vitamins added

FASCINATING FACTS

- Humboldt penguins lose all their feathers each year and systematically replace them with new ones in a process called molting.
- Humboldt penguins are one of the most timid species of penguins.
- Humboldt penguins are named after the cold Humboldt current which flows along the coast of South America.



Reproduction

Humboldt penguins can breed at any time of the year. Sexual maturity is reached between 2 and 7 years old. Nests are made in caves, cracks or holes and occasionally in more open sites such as rocky shore. Humboldt penguins usually dig burrow-like nests among piles of guano (accumulated droppings of sea birds) which form in caves and along cliffs. Females lay one or two eggs and the incubation period is approximately 40 days. Both parents take turns incubating the eggs. At times, only one chick survives because hatching is staggered and one chick may be smaller than another. When food is scarce the parents feed only the larger chick and the smaller chick quickly starves.

Chick care begins with parents alternating jobs of sitting with the chick and hunting for food. After about two months, the chick is left alone during the day while both parents hunt for food. Chicks are born with grayish brown, downy feathers then molt into completely grey feathers when they fledge. Humboldt penguin chicks fledge at about 70-90 days. Approximately one year after chicks fledge, they molt into adult feathers. Adult penguins have a white front and a brownish-black back and head. They also have a dark stripe across the chest and a white mark circling above each eye and forward around the neck.



Penguin Colonies

Humboldt penguins are social animals, living in relatively large colonies, where communication is important. Colonies are beneficial because they provide collective defense against predators. Unlike Antarctic penguins that huddle together in large groups to stay warm, Humboldt penguins have no need to do this because of the warm, temperate climate in which they live. Instead, to warm up or cool down, Humboldt penguins seek the security and comfort of their nesting burrows. Humboldt penguins, like all penguins, are monogamous. Mated penguins can recognize one another through vocal and visual mechanisms within the colony. Parents and offspring can also recognize each other easily using sight and sound. Each penguin has a unique voice which allows its mate and offspring to recognize it.

Born to Swim

Humboldt penguins have a body made to swim. Using their strong wings, they "fly" underwater, usually just below the surface, at speeds of up to 17 miles per hour (10.56 kmph). They steer with their feet and tail. Their feathers are stiff and overlap to water-proof and insulate their body. Dense feathers also protect the penguin in winds of up to 60 miles per hour (96 kmph). Humboldt penguins, like all penguins, can see easily underwater and on land. Also, these birds have a supraorbital gland which enables them to drink salt water in addition to fresh water. The gland withdraws excess salt from the penguins' blood and excretes it in a concentrated solution which dribbles down the bill. In zoos, Humboldt penguins usually live in fresh water and as a result the gland is dormant. Living only in fresh water does not affect the penguins' health.



Conservation Connection

Threats to Survival

Humboldt penguins are an endangered species.* It is estimated that 10,000-12,000 survive in the wild. These population figures do not take into account the El Niño of 1997-98, which had a devastating effect on Humboldt penguins. During El Niño periods, cool, nutrient-rich waters warm, forcing prey species of fish to go elsewhere in search of food. As a result, penguins die of starvation. The primary reason Humboldt penguins are endangered is due to humans. The guano in which Humboldt penguins make their nests is a valuable fertilizer used in agriculture. Humans disrupt the penguins by removing and destroying the guano during nesting season. Humboldt penguins also must compete with the offshore fishing industry in Peru and Chile and they often get caught in fishing nets and drown. Other threats to Humboldt penguins are oil spills, humans collecting their eggs for food, disturbances caused by tourists and researchers, and introduced predators such as rats, cats and dogs. Woodland Park Zoo participates in the Association of Zoos & Aquariums' (AZA) Species Survival Plan (SSP) for the Humboldt penguin. This program works to increase the number of healthy captive Humboldt penguins; about 230 Humboldt penguins survive in captivity in North America. Woodland Park Zoo also provides support to the Humboldt Penguin Conservation Center at Punta San Juan and works to educate the public about Humboldt penguins.

How You Can Help!

The effort to save endangered Humboldt penguins requires cooperation and support at the international, national, regional and individual levels. You can help in this cause. Join and become active in Woodland Park Zoo and other conservation organizations of your choice. Please do not buy products made from wild animal parts. Contact your elected representatives and express your views about conservation of endangered species and wild habitats.

**Woodland Park Zoo identifies an animal or plant endangered if it is listed as endangered (in any part of its range) on the federal list of Endangered and Threatened Species, or if it is listed on Appendix 1 of the Convention on International Trade in Endangered Species of Wild Fauna and Flora (CITES).*

Save Penguins: Share Our Oceans

Uncontrolled Fishing Threatens Penguin Conservation:

It is estimated that only 12,000 endangered Humboldt penguins survive in the wild.

Poorly regulated industrial fishing is a major threat to Humboldt penguins, especially the overfishing of anchovies—Humboldt penguins' primary food source.

International demand for anchovies is greater than can be supplied by what may be the richest marine ecosystem on the planet—the Humboldt Current. Virtually all of the anchovies harvested off the coast of Peru and Chile are turned into a product used to feed pigs and farmed fish. Industrial fishing scoops out as much as 85% of the anchovies in the Peruvian upwelling portion of the Humboldt Current, faster than the rate in which anchovies can reproduce, depleting their population.

Overfishing drains the Pacific Ocean of critical protein sources for many marine birds and mammals, including Humboldt penguins. Humans also feel the loss with poorer marine conditions for sustenance fishing by local people.



How You Can Help

1. Eat more anchovies: To encourage Peruvian fisheries to harvest fewer anchovies, consumers need to create a profitable market for anchovies beyond their current, wasteful use as feed for farms. By choosing to eat more anchovies, we can give the fisheries more money for fewer fish, leaving them with less of a need to overfish. With less competition, penguins will have better and safer access to anchovies.

2. Choose sustainable seafood: Make smart choices when eating seafood—avoid fishes that are unsustainably harvested and therefore negatively impact ocean habitats and the animals that depend on them. For recommendations on what seafood to pick and what to avoid, see the Seafood Guide at: www.seafoodwatch.org. A Sustainable Sushi Guide is also included in this kit and will be made available to zoo visitors.

3. Encourage your local restaurants and markets to take part: Talk to the managers at restaurants and markets in your neighborhood about the benefits of using anchovies and sustainable seafood choices. Provide them with a copy of the Seafood Guide. Let them know that customers care about the impact of their food choices on the planet.

Woodland Park Zoo Conservation in Action

Woodland Park Zoo is helping to conserve penguins:



Humboldt Penguin Conservation Center at Punta San Juan

Woodland Park Zoo's Field Conservation Department provides support to the Conservation Center in Punta San Juan, Peru, dedicated to the protection of penguin populations and their wild habitat and the study of penguin health and behavior.



Species Survival Plan

Through the Association of Zoos & Aquariums' Species Survival Plan for the Humboldt penguin, Woodland Park Zoo is helping to increase the zoo penguin population and maintain a healthy, diverse gene pool through managed breeding in North America.



Penguin Exhibit

Visitors to the Humboldt penguin exhibit will learn all about penguin conservation efforts and how they can help. Interactive education programs at the exhibit will also encourage visitors to learn, care and act on behalf of Humboldt penguins.

Sustainable Sushi Guide

SHARE OUR OCEANS, SHARE OUR SEAFOOD

Ocean wildlife is under siege. With commercial overfishing and habitat damage, not only are fish populations being devastated, but so also are the populations of other wildlife—including penguins—which depend on them for survival.

We can share our oceans responsibly by making informed decisions about the seafood we buy and eat, avoiding choices that are harmful to the environment.

Below are some seafood suggestions based on popular sushi items:

BEST CHOICES*	GOOD ALTERNATIVES*	AVOID*
<p>Aji/Sawara/Mackerel, Spanish Amaebi/Spot Prawn (British Columbia) Awabi/Abalone (U.S. farmed) Gindara/Sablefish/Black Cod (Alaska & British Columbia) Hirame/Halibut, Pacific Hotate/Scallops, Bay (farmed) Ikura/Salmon Roe (Alaska wild-caught) Iwana/Arctic Char (farmed) Iwashi/Sardine (U.S. Pacific) Izumidai/Tilapia (U.S. farmed) Kaki/Oysters (farmed) Kanikama/Surimi/Imitation Crab (Alaska) Katsuo/Bonito/Tuna, Skipjack (troll/pole) Masago/Smelt Roe/Capelin (Iceland) Mirugai/Giant Clam/Geoduck (wild-caught) Murugai/Mussels (farmed) Sake/Salmon (Alaska wild-caught) Shiro Maguro/Tuna, Albacore (British Columbia, U.S. troll/pole) Suzuki/Striped Bass (farmed, wild-caught) Uni/Sea Urchin (Canada)</p> <p>*Best Choices are abundant, well-managed and caught or farmed in environmentally friendly ways.</p>	<p>Amaebi/Spot Prawn (U.S.) Ebi/Shrimp (U.S., farmed or wild) Gindara/Sablefish/Black Cod (CA, OR, WA) Hamachi/Yellowtail (U.S. farmed) Hirame/Flounders, Soles (Pacific) Hotate/Sea Scallops (Canada, U.S.) Ika/Squid Kani/Crab: Blue, King (U.S.), Snow Kanikama/Surimi/Imitation Crab (except AK pollock) Katsuo/Bonito/Skipjack Tuna (Hawaii) Maguro/Tuna: Bigeye, Yellowfin (troll/pole) Masago/Smelt Roe (Canada) Sake/Salmon (WA wild) Shiro Maguro/Albacore Tuna (Hawaii) Tai/Red Porgy (U.S.) Toro/Tuna Belly: Bigeye, Yellowfin (troll/pole) Uni/Sea Urchin Roe (CA)</p> <p>*Good Alternatives are an option, but there are concerns with how they're caught or farmed, or with the health of their habitat due to other human impacts.</p>	<p>Ankimo/Monkfish Liver Ankoh/Monkfish Ebi/Shrimp (importer farmed) Ebi/Shrimp (imported wild-caught) Hamachi/Yellowtail (Australia farmed) Hamachi/Yellowtail (Japan farmed) Hirame/Flounder, Soles (Atlantic) Han Maguro/Toro/Tuna, Bluefin Ikura/Salmon Roe (farmed) Kani/Crab, King (imported) Maguro/Toro/Tuna (worldwide, except U.S. Atlantic longline) Maguro/Toro/Tuna, Yellowfin (longline) Sake/Salmon (farmed) Shiro Maguro/Tuna, Albacore (worldwide, except Hawaii longline) Tai/Snapper, Red (U.S. Gulf of Mexico) Tai/Snapper, Red (imported) Tako/Octopus (sushi) Unagi/Eel (freshwater) Uni/Sea Urchin (Maine)</p> <p>*Avoid for now as these items are caught or farmed in ways that harm other marine life or the environment.</p>

Sustainable sushi guidelines developed by Monterey Bay Aquarium, August 2008.
For more sustainable seafood options, visit www.seafoodwatch.org.

Story Angles for Media

Here is a collection of story ideas inspired by the new penguin exhibit that provide interesting context and new perspectives to spark memorable feature stories.

For more details about these and other ideas, contact Woodland Park Zoo Public Relations at 206.548.2550 or woodlandparkzoopr@zoo.org.



R. Scott Vance

Affordable Family Fun

Where else in Washington can you get nose-to-beak views of penguins, watch keepers interact with hungry Humboldts and discover through active play what it takes to be a wildlife researcher working in Peru? Hands-on exhibit features, unforgettable animal encounters, and fun educational programs bring to life the desert coast of the endangered Humboldt penguin, whisking your family 5,000 miles away to Punta San Juan, Peru—all in a day at Woodland Park Zoo!

Get Involved! Penguin Conservation

Entering the exhibit, you encounter a traditional Peruvian boat—fresh from the sea with the catch of a local fisherman—hinting at the important role humans play in sharing the oceans with penguins. Follow the path and you'll find evidence of guano harvesting, an agricultural practice that disrupts the nests of endangered Humboldt penguins. With an immersive design, families will be transported to a recreation of the penguin reserve at Punta San Juan, Peru, where interactive play spaces not only show the threats against penguin survival but also illuminate how biologists study and protect endangered penguins in the wild. Learn from interpretive signs, interactive educational programs and zookeeper talks how you can help protect penguins by making wise seafood choices!

A “Green” Exhibit

Did you know these black and white birds have now gone green? Sustainable features in the exhibit include an innovative filtration system and geothermal heating and cooling that will save 3 million gallons of water and 75 million BTUs of energy each year. That's the equivalent of saving 24 million pints of drinking water, and heating five, new two-bedroom townhouses each year! Discover how a filter system that mimics the ingenuity of mother nature not only saves water but also prevents polluted water from entering Puget Sound.

Photo Credits

See media kit CD or contact Woodland Park Zoo Public Relations for images: 206.548.2550 or woodlandparkzoopr@zoo.org.

Penguin photos:



2005-03-28-0225R.H.jpg

Caption: Humboldt penguin at Woodland Park Zoo.

Credit: Photo by Ryan Hawk.



2005-03-28-0233R.H.jpg

Caption: Humboldt penguin swimming at Woodland Park Zoo.

Credit: Photo by Ryan Hawk.



DDow__MG_1686.jpg

Caption: Three Humboldt penguins at Woodland Park Zoo.

Credit: Photo by Dennis Dow.

Exhibit renderings:



Conservation View - Revised Final Color-flat.jpg

Caption: A view of the conservation education elements in the new penguin exhibit.

Credit: Rendering by Studio Hanson/Roberts.



Deep Viewing - Revised Final Color-flat.jpg

Caption: Visitors will get a nose-to-beak view of penguins in the new exhibit.

Credit: Rendering by Studio Hanson/Roberts.

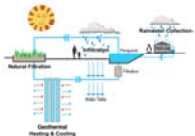


Porpoising - Revised Final Color-flat.jpg

Caption: Visitors can watch penguins “fly” through the water as they porpoise.

Credit: Rendering by Studio Hanson/Roberts.

Graphics:



Sustainability Graphic – Black.jpg

Caption: Water will be filtered and recycled in the new penguin exhibit, saving 3 million gallons of water a year.

Credit: Woodland Park Zoo