



## **FOR IMMEDIATE RELEASE:**

Contact: Yes On 1401 - Aaron Pickus, (360) 525-3291  
[press@saveanimalsfacingextinction.org](mailto:press@saveanimalsfacingextinction.org)

Woodland Park Zoo: Gigi Allianic or Alissa Wolken, (206) 548-2550,  
[woodlandparkzoo@zoo.org](mailto:woodlandparkzoo@zoo.org).

Friday October 23, 2015

### **[MEDIA ADVISORY] Yes On I-1401 Campaign to share stark examples of endangered species products**

*Cheetah paw paperweight and elephant hide wallet among products featured by campaign and conservation experts*

The Yes On I-1401 campaign and Woodland Park Zoo invite you to attend a press conference at Woodland Park Zoo on Tuesday, October 27. The event will highlight confiscated products made from the parts of several endangered species and make the case for voting yes on I-1401 on Election Day this November 3.

**WHEN:** Tuesday, October 27, 11:00 a.m.

**WHERE:** Woodland Park Zoo. Meet PR staff at the South Entrance at N. 50<sup>th</sup> St. between Phinney Ave. N and Aurora Ave./SR 99. Park at the south parking lot at N. 50<sup>th</sup> St. and Fremont Ave. N. (located next to the Rose Garden).

**WHAT:** Examples of confiscated artifacts made from animal species, including some of the ten animals covered by Initiative 1401, will be on display and will include: paperweight made from the paw of a cheetah, ivory trinkets, an elephant hide wallet, elephant tusk, rhino horn, leopard skin muff, cowboy boots made from sea turtle skin, and whole sea turtles preserved for display. Fred Koontz, PhD, Woodland Park Zoo's Vice President of Field Conservation, and some of the zoo's education staff will be present to speak about and answer questions regarding the items on display and the threats facing the endangered species included on Initiative 1401.

**WHO:** Yes On I-1401 campaign, Woodland Park Zoo's Vice President of Field Conservation, Fred Koontz, PhD, and Woodland Park Zoo education staff.

### Woodland Park Zoo

Accredited by the Association of Zoos & Aquariums, award-winning Woodland Park Zoo is famed for pioneering naturalistic exhibits and setting international standards for zoos in animal care, conservation and education programs. Woodland Park Zoo is helping to save animals and their habitats in the Pacific Northwest and around the world. By inspiring people to care and act, Woodland Park Zoo is making a difference in our planet's future.

For more information, visit [www.zoo.org](http://www.zoo.org)

### About Save Animals Facing Extinction

I-1401 is a Washington State ballot measure that is designed to help save animals threatened with extinction. The measure would prohibit the purchase, sale, and distribution of products made from a list of 10 endangered animals being exploited to the point of potential extinction, and will be enforced by strong penalties. The animals protected by I-1401 include elephants, rhinos, lions, tigers, leopards, cheetahs, marine turtles, pangolins, sharks and rays.

Read more about our campaign online:  
<http://www.saveanimalsfacingextinction.org>

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