PHOTO OPPORTUNITY

Zoo hosts inaugural Zoohackathon Oct. 8-9, 2016
Local coders and programmers to develop solutions to combat wildlife trafficking

WHAT: Endangered wildlife species from all over the world will gain new allies when 50 local coders, designers, and technical gurus hunker down and hack away at the *first-ever* **Zoohackathon**, an event focused on tackling the global wildlife trafficking crisis.

Woodland Park Zoo will serve as a host site for the weekend session, October 8-9. Seattle's Zoohackathon is sponsored by Vulcan Inc., Google and Socrata, with Wi-Fi made possible through products donated by Cisco.

Other leading conservation technology zoos in the U.S., United Kingdom, and Asia Pacific will join Woodland Park Zoo in opening their doors to coders, programmers, designers, and subject matter experts to develop new applications, systems, tools, and other practical technical solutions to halt the demand for illegally traded wildlife products.

Teams will be challenged with problem statements provided by wildlife experts, and at the end of the two-day session, present their solutions to a panel of judges. The panel will announce the winning solution at the end of the event and the winning team will receive prizes. Winning solutions from each host site will be submitted to a global competition where a panel of conservation experts and technologists will use standard criteria to judge the impact, innovation and interface.

Zoohackathon is organized by the U.S. Department of State and the Association of Zoos & Aquariums. In 2013, President Obama issued an Executive Order calling for the U.S. government to take steps to combat the growing threat of wildlife trafficking. The Presidential Task Force on Wildlife Trafficking was formed and helped initiate Zoohackathon. The three pillars of the Task Force are: 1) Reduce demand; 2) increase international cooperation; and 3) increase enforcement efforts.

WHEN: **Saturday, October 8, 9:00 a.m. to Sunday, October 9, 4:00 p.m.**

Optimal times for press visuals:
Team hacking session: **Saturday, 11:00 a.m.-noon; 1:00-4:00 p.m.**
Team hacking session: **Sunday, 10:00 a.m.-2:00 p.m.**
Winning solution announced: **Sunday, 4:00 p.m.**
Lunch breaks are at noon, both days

WHERE: Woodland Park Zoo's Education Center, located at N. 50th St. & Fremont Ave. N. Enter through the South Entrance or directly through the Education Center

WHO: Hacker teams will consist of coders, programmers, designers and subject matter experts ranging from high school students to seasoned professionals. Experts in wildlife trafficking and subject matter experts from U.S. Department of State, Microsoft Research, Socrata, City of Seattle, University of Washington Center for Conservation Biology, Vulcan Inc., Vulcan

Philanthropy and Woodland Park Zoo will serve as speakers, facilitators, judges and mentors.

INFO: In addition to Woodland Park Zoo, five other zoos are participating in the Zoohackathon simultaneously: San Diego Zoo; Saint Louis Zoo; Smithsonian National Zoo, Washington, D.C.; London Zoo; and Taronga Zoo, Sydney, Australia.

The growing demand for illegal animal products in international markets is playing a major role in driving species such as elephants, rhinos, tigers, turtles and pangolins to the brink of extinction. Together, zoos are part of an important network focused on saving hundreds of species and investing hundreds of millions of dollars in wildlife conservation. Zoos support strategies that include habitat and species conservation, research, education, local capacity building and community-based building.

Visit http://zoohackathon.com/ for more information about Zoohackathon.

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