

PRESS RELEASE

For immediate release | May 16, 2017
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Woodland Park Zoo welcomes new Vice President

SEATTLE — Woodland Park Zoo is pleased to announce its new Vice President of Education, Wei Ying Wong, PhD. Wong comes to the zoo from Philadelphia Zoo where she was director of conservation impact, leading research, planning and evaluation of exhibits and programs that guided the transformation of zoo visitors into conservation advocates and change makers.



As an applied social science researcher, Wong brings a focus on engaging diverse stakeholders in conservation to achieve measurable outcomes. She earned her master's degree and PhD in environmental studies at Brown University, and has worked in interdisciplinary and multicultural conservation projects both locally and internationally for almost two decades. Wong is committed to the establishment of inclusive discourses and socially just environmental policies, and dismantling the systems of power and privilege in the conservation, science and environmental learning arenas. Prior to joining the zoo profession, she directed efforts at The Ocean Project to use national audience data to help zoos, aquariums, and other nature centers develop tools and strategies for desired conservation outcomes.

Wong has received multiple research fellowships and practitioner awards including an Andrew Mellon Postdoctoral Fellowship in Environmental Communication, Margaret Sheridan Community Learning Award, Toyota-Audubon Conservation Leader Fellowship and a Rhode Island Foundation Emerging Non-Profit Leader. She is currently a member of the North American Association for Environmental Education, American Alliance of Museums, Association of Zoos & Aquariums, American Association for the Advancement of Science and the Visitor Studies Association. She is also a member of the Advisory Committee of both the National Network for Ocean and Climate Change Interpretation (NNOCCI) and the Zoo & Aquarium Focus Interest Group (ZAFIG) for the Visitor Studies Association, and serves on the Diversity Committee for AZA.

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 through more than 35 field projects 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 ecological health and sustainability. Free Wi-Fi is available for zoo guests, made possible through products donated by Cisco. For more information, visit www.zoo.org.

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