

Woodland Park Zoo welcomes new Vice President

SEATTLE — Conservation isn't just about animals, it's also about people. That's why Woodland Park Zoo is pleased to welcome its new **Vice President of Conservation Initiatives, Peter Zahler**, who brings a distinguished background in community-based conservation. Zahler comes to the zoo from the Wildlife Conservation Society, a non-profit conservation organization that works with conservation programs around the world and operates New York's signature zoos including Bronx Zoo. There, he was the director of training and capacity building, which involved advising the global health program, coordinating the snow leopard program and the Wildlife Conservation Society Science Council.



"We are thrilled to welcome Peter to Woodland Park Zoo where he will be leading and coordinating all institutional wildlife conservation efforts toward the creation of a social movement for conservation solutions," said Woodland Park Zoo's President and CEO Alejandro Grajal. "Peter brings a distinguished background in community-based conservation, an ideal fit for the zoo as we move forward with our new, transformational Strategic Plan and mission: to save wildlife and inspire everyone to make conservation a priority in their lives. He will no doubt feel right at home in this community that has made conservation so central to its identity. We are eager to work with Peter to redefine the relationship between people, our planet, and all its creatures. In our commitment to wildlife conservation, we see his leadership, expertise, and extensive background in bridging innovation and meaningful action as powerful and tangible modes for saving species."

Zahler brings over 30 years of professional experience in conservation leadership, including field programs, training and capacity building, communications and research. He has a global perspective, with a strong emphasis in Asia, where he once served as the regional director for the Wildlife Conservation Society. Zahler's extensive managerial experience in conservation includes designing and implementing three full-sized country programs in Pakistan, Mongolia and Afghanistan. These three programs are considered cutting-edge examples of community-based conservation.

Zahler's vast field experience includes field work in Pakistan, which led to the re-discovery of the giant woolly flying squirrel (previously thought to be extinct) as well as the creation of 22 protected areas managed by local communities. He has also performed field research on various mammals and birds, and helped design and supervise field projects on a wide variety of other wildlife, from Amur tiger and Asiatic cheetah to Marco Polo sheep and Mongolian gazelle. Zahler has been active with the International Union for Conservation of Nature Species Survival Commission and the World Commission on Protected Areas. He has authored over 60 scientific publications and book chapters, and regularly publishes about wildlife and conservation for the general public in magazines, blogs, national newspapers and other media outlets.

Woodland Park Zoo is accredited by the Association of Zoos & Aquariums and certified by the rigorous American Humane Conservation program. The Humane Certified™ seal of approval is another important validation of the zoo's long-standing tradition of meeting the highest standards in animal welfare. 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. Visit www.zoo.org and follow the zoo on [Facebook](#), [Twitter](#) and [Instagram](#).

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