

## ZOOLOGICAL SOCIETY REPORT

June 2014

- We have a brand new wallaroo joey still in his/her mother's pouch.
- Zoo Camp is off to good start. Many of the sessions sold out this year.
- Relay for Life benefitting the American Cancer Society was another great success on the Zoo campus.
- We signed CCB, Inc. as the newest sponsor of Animal Cracker for \$5,000.
- Received \$3,500 check from Twin Disc for Egg-Stravaganza sponsorship.
- Received \$5,000 check from North Shore Bank for their sponsorships.
- Living Social promotion ended last month. Results: 998 packages were sold in two weeks for a total of \$3,025.
- Placed ad in June edition of *Wind Point Living* magazine targeting higher income demographics for fundraising, memberships, and business opportunities. Includes coupon for Animal Crackers season tickets.
- Placed ads for Summer Guide within *The Journal Times* and promoting "Baby Boom!"
- Completed 15-second commercial for ScreenVision (video for Marcus theaters). Commercial airs in Gurnee and Sturtevant now through fall.
- Developed radio ads for WRJN and Lite Rock 92.1 promoting "Baby Boom!"
- Appeared on Fox 6 WakeUp on 28 June.
- Recorded four Safari Saturday radio shows.
- Spring/Summer *Wildlife Matters* newsletter has been delivered.
- Working with the Racine Library on supporting the Summer Reading Program.
- Summerfest representatives appeared at World Giraffe Day and handed out tickets and swag.

Respectfully submitted,

Jay R. Christie

President and CEO