



# Media Release

Date: February 18, 2008

## King or Queen of the Jungle Presidential “Election”

Vote Now at [www.friendsofthecincinnati.org](http://www.friendsofthecincinnati.org)

**Cincinnati (OH)** – The Friends of the Zoo campaign committee announced today Cincinnati’s first-ever “King or Queen of the Jungle Presidential ‘Election.’” Beginning today, on the Zoo’s 2008 Campaign Web site ([www.friendsofthecincinnati.org](http://www.friendsofthecincinnati.org)), the Zoo is encouraging interested citizens, and especially area students, to:

- “Vote” for any of the five remaining candidates for President (these unofficial results not announced until polls close on March 4);
- “Vote” for one of the Zoo’s animals as “King or Queen of the Jungle,” and tell people why; and,
- Match the Presidential candidates with the “King or Queen of the Jungle” animals, and tell people why.

[Thane Maynard](#), Director, Cincinnati Zoo & Botanical Garden, said, “We have tremendous respect for each of the great Americans running for President. Not surprisingly, we also respect the incredible animals you can visit and learn about at the Cincinnati Zoo. We want people to be engaged and informed when they vote in the March Presidential Primary. We want people to learn about the Zoo and support our levy. And, we want people to have a little fun in the process.”

Maynard added, “Where else could you decide whether a Bald Eagle would make a better President than a Manatee, and tell people why? Where else could you consider if a candidate for President of the United States was more like a Bald Eagle, a Giraffe, a Lion, a Manatee or a Polar Bear, and tell people why? Come on Cincinnati. Join in. Click on. Learn. And, have some fun!”

(more)

The remaining Presidential candidates (in alphabetical order) are: Hillary Clinton, Mike Huckabee, John McCain, Barack Obama and Ron Paul. The Zoo's "King or Queen of the Jungle" candidates (in alphabetical order) are: Bald Eagle, Giraffe, Lion, Manatee and Polar Bear. Visitors to the [Friends of the Zoo](#) Web site can link directly to each Presidential candidate's Official Campaign Web site and Wikipedia page and to information about the animals at AnimalPlanet.com and Wikipedia.

On March 4, 2008, voters in Hamilton County will vote on a property tax levy renewal for the Zoo of .46 mills, a slight increase of .06 mills compared to the Zoo's current levy. Proceeds of the tax levy can only be used for the care and feeding of the Zoo's collection of animals, horticulture, and maintenance of Zoo facilities. The levy amount was recommended by the Hamilton County Tax Levy Review Committee after a thorough review of the Zoo and placed on the ballot by a unanimous vote of the Board of Hamilton County Commissioners on December 19, 2007.

The Zoo recently released a report, completed by the [University of Cincinnati Economics Center for Education & Research](#), indicating that it produces more than \$124.6 million in economic impact annually for this region, an amount that is projected to increase by more than \$4 million per year. An important source of jobs and earnings for local workers, the report also indicated that the Zoo generates over 1,600 jobs with \$42.7 million in household earnings, and that two of three Zoo employees live in Hamilton County.

*The world famous Cincinnati Zoo & Botanical Garden was rated the #1 attraction locally and one of the top zoos in the nation by Zagat Survey. It has also been recognized by Child Magazine as one of "The 10 Best Zoos for Kids." Over one million people visit the Zoo's award-winning exhibits, and more than 500 animal and 3000 plant species annually. The Zoo is an accredited member of the American Zoo & Aquarium Association (AZA) and the American Public Gardens Association (APGA), is internationally known for its success in the protection and propagation of endangered animals and plants, and engages in research and conservation projects worldwide.*

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**CONTACT:**

Chad Yelton  
Director of Media and Events  
(513) 559-7744  
Chad.Yelton@cincinnati-zoo.org

Jesse Dunbar  
Campaign Manager, Friends of the Zoo  
(513) 475-6171  
jdunbar@friendsofthecincinnati-zoo.org