



# Media Release

Date: February 6, 2008

## Erich Kunzel and Oscar Robertson Endorse Zoo Campaign

*Cincinnati Pops Maestro and Basketball Legend Encourage Support  
for Tax Levy Renewal Campaign for the Cincinnati Zoo (Issue 17)*

**Cincinnati (OH)** – The [Friends of the Zoo](#) campaign committee announced today that beloved Cincinnati Pops Maestro, Erich Kunzel, and NBA Hall of Fame basketball great, Oscar Robertson, have endorsed the Zoo's campaign to renew a property tax levy for the [Cincinnati Zoo & Botanical Garden](#) that will appear as Issue 17 on the March 4, 2008 Primary Election ballot.

According to Erich Kunzel, "I am proud to add my voice to the chorus of others supporting the Zoo's campaign on March 4. The Zoo makes Cincinnati and Hamilton County a better community. As one of our leading family attractions, the Zoo challenges every visitor to think about the natural environment and their place in it. The Zoo imparts invaluable knowledge to hundreds of thousands of children and adults and offers all its visitors a memorable experience."

According to Oscar Robertson, "One of Hamilton County's best assets goes to the Cincinnati Zoo. With the Zoo's MVAs (Most Valuable Animals), the residents of Hamilton County and the one million annual visitors to the Zoo, half of which are children, enjoy one of the finest Zoo's in the world."

Thane Maynard, Director, Cincinnati Zoo & Botanical Garden, said, "Wow! How exciting that these two great Cincinnatians have expressed their support for the Zoo. We value and appreciate Oscar's and Erich's enthusiastic endorsement. We are excited for the opportunity to once again stand before the voters of Hamilton County and share the wonderful story of the Cincinnati Zoo and how it makes Hamilton County a better place to live. For these two living legends to stand up with us in such an important way should send a powerful message to Hamilton County residents ... that others they know and trust strongly support the Zoo."

Key Facts about the  
Cincinnati Zoo and  
Botanical Garden  
[click here](#)

To learn more, go to  
[www.erichkunzel.com](http://www.erichkunzel.com)

To learn more, go to  
[www.thebigo.com](http://www.thebigo.com)

Profile of Zoo Director  
Thane Maynard  
[click here](#)

History of the Zoo levy  
in Hamilton County  
[click here](#)

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.

According to Maynard, "The voters of Hamilton County have been very supportive of the Zoo since we first asked for their support in 1982. We're in the business of creating adventure, conveying knowledge and conserving nature for the residents of this community and the roughly one million people who visit the Zoo annually."

Maynard continued, "We recently announced that the Zoo produces more than \$124.6 million in economic impact for this region, an amount that is projected to increase by more than \$ 4 million per year. We are an important source of jobs and earnings for local workers. The Zoo generates over 1,600 jobs with \$42.7 million in household earnings. Two of three Zoo employees live in Hamilton County."

The report was completed by the [University of Cincinnati Economics Center for Education & Research](#).

*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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Detailed levy millage information  
[click here](#)

Zoo Economic Impact information  
[click here](#)

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