



Media Release

Date: January 3, 2008

World Famous Wildlife Artist Endorses Cincinnati Zoo Campaign

John A. Ruthven Endorses March 4, 2008 Ballot Issue Campaign

Cincinnati (OH) – The [Friends of the Zoo](#) campaign committee announced today that [John A. Ruthven](#), world-famous wildlife artist, author, naturalist and lecturer has endorsed the March 4, 2008 Primary Election ballot issue to provide property tax support for the [Cincinnati Zoo & Botanical Garden](#) for five-years (2009-2013).

John Ruthven said, “As a lifelong resident of the Cincinnati area, I am pleased to endorse the Zoo’s campaign. Our Zoo may be among the smaller Zoos in the world, but it is among the largest in the hearts of people who care about animals. In addition to being a world-class family attraction, our Zoo has been in the forefront of conservation and breeding of endangered animals. I am pleased to add my voice to the many people who will vote ‘yes’ for the Zoo levy campaign on March 4, 2008.”

“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,” said Thane Maynard, Director, Cincinnati Zoo & Botanical Garden.

Maynard added, “We especially value and appreciate John Ruthven’s endorsement and support. He is a great friend of the Zoo and of the world of wildlife conservation. We know the voters of Hamilton County appreciate John Ruthven as a treasure of this community and are confident they will appreciate his support for the Zoo.”

On March 4, 2008, voters in Hamilton County will vote on a property tax levy renewal for the Zoo of .46 mills, an 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

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Key Facts about the Cincinnati Zoo and Botanical Garden
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Profile of Zoo Director Thane Maynard
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History of the Zoo levy in Hamilton County
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Detailed levy millage information
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Zoo Economic Impact information
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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 [Center for Economic Education and Research at the University of Cincinnati](#).

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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