



Media Release

Date: January 8, 2008

“Friends of the Cincinnati Zoo” Web Site Launched *Zoo Prepares for March 4, 2008 Ballot Issue*

Cincinnati (OH) – The Friends of the Zoo campaign committee announced today the launch of its state-of-the-art campaign Web site, www.friendsofthecincinnati-zoo.org. The Web site was designed to provide voters and local media with key facts and information about the March 4, 2008 Zoo ballot issue, coordinate the recruitment and activities of campaign volunteers, enable people to provide financial support for the campaign, and connect Hamilton County residents to local voter registration and vote by mail information.

Zoo levy campaign manager, Jesse Dunbar, believes that the 2008 Campaign Web site is the most user-friendly resource of its' kind to be developed for any campaign in Hamilton County. Dunbar stated, “Our Web site allows for one-stop shopping for ‘Friends of the Zoo’ who wish to support the 2008 Campaign and stay dialed-in through campaign updates. Any resident of Hamilton County can find detailed information about the levy campaign and connect directly to the Zoo’s regular Web site. Visitors will even find easy to follow resources to update their voter registration, register to vote or vote by mail. It has never been easier to support the Cincinnati Zoo & Botanical Garden, and we’re excited about that.”

According to Thane Maynard, Director, Cincinnati Zoo & Botanical Garden, “The campaign Web site not only makes it easier for Hamilton County voters to become informed about the Zoo and the campaign levy, but will help us to coordinate the activities of hundreds and hundreds of campaign volunteers. Of course, it also provides an opportunity for people to show their support through contributions to the tax levy campaign.”

Maynard added, “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. The voters of Hamilton County have been our biggest supporters 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.”

Connect to the campaign Web site
[click here](#)

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

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

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

Zoo Economic Impact information
[click here](#)

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. The campaign Web site will stimulate volunteer involvement and support, making information readily available pertaining to the Zoo's ballot issue campaign.

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 was placed on the ballot by a unanimous vote of the Board of Hamilton County Commissioners on December 19, 2007.

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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