

Seneca Park Zoo, 2222 St. Paul St., Rochester

www.senecaparkzoo.org

Contact: Kelli O'Brien, Social Media and Public Relations Coordinator
(585) 336-7202 or kobrien@senecazoo.org



‘Party’ to benefit Madagascar

Rochester, NY – July 23, 2014 — Seneca Park Zoo is set to host Party Madagascar, its annual 21-and-older fundraising gala that raises funds for important conservation and education programs in Madagascar. The festive event, which takes place from 6:30 to 11 p.m. Saturday, July 26, is hosted by the Zoo’s docents and has been raising funds for these important programs since 2004.

Dr. Patricia Wright, a Rochester native, world renowned lemur expert, and professor in the Department of Anthropology at Stony Brook University, will be in attendance.

Dr. Jeff Wyatt, the Zoo’s Director of Animal Health and Conservation, first met Dr. Wright a decade ago here at the Zoo. Since then, they have spent five exploratory expeditions together in the forests of Madagascar, “unraveling medical and biological mysteries of many species of lemurs.”

"Dr. Wright is the Jane Goodall for lemurs, bringing international attention to saving these endangered species from extinction," said Wyatt. "She is unstoppable and truly my conservation hero, inspiring our wildlife conservation work - be it with sturgeon in the Genesee River or orangutans in Borneo."

From raffles to a cash bar, lively music to our ever-popular International Marketplace, guests at Party Madagascar are in for a wonderful evening. The band Grand Canyon Rescue Episode will provide the music and Roc Brewing Co. is serving up a new brew called Gecko Gold. Various food items can also be purchased.

When: 6:30 to 11 p.m. Saturday, July 26

For whom: People 21-and-older only. No children will be granted entrance.

General tickets: \$10 in advance; \$12 at the door

But wait ... there’s more!

Help your Zoo help save lemurs in the wild and have a good time doing it!

Enjoy a special preview showing of the IMAX® film *Island of Lemurs: Madagascar* and meet Dr. Wright who is featured in the film. *Island of Lemurs: Madagascar* is G-rated, has a running time of 40 minutes and can be viewed at 7 p.m. on Friday July 25 at Cinemark Tinseltown.

Join Dr. Wright, along with Pamela Reed Sanchez, the Seneca Park Zoo Society’s Executive Director, Larry Sorel, County Zoo Director and Dr. Jeff Wyatt. There will be an introduction prior to the film where news on the Zoo’s conservation efforts will be shared. Stay after the film for a question and answer session.

When: 7 p.m. Friday, July 25 at Cinemark Tinseltown

For whom: Everyone

General tickets: \$15 and available at the door

The Seneca Park Zoo Society is a not-for-profit organization which has, since 1957, provided education, fundraising, special events and public relations support to Monroe County, who owns and operates the Seneca Park Zoo. For additional information, visit www.senecaparkzoo.org.