

Seneca Park Zoo, 2222 St. Paul St., Rochester
www.senecaparkzoo.org
Contact: Pam Cowan, Communications Director
(585) 336-7201 or pcowan@senecazoo.org



Seneca Park Zoo Society announces new Executive Director

Pamela Reed Sanchez to begin Tuesday, June 3

Rochester, NY – May 19, 2014 — The Seneca Park Zoo Society is thrilled to announce the appointment of Pamela Reed Sanchez to the position of Executive Director of the Seneca Park Zoo Society effective June 3, 2014. Reed Sanchez fills the position vacated by Rachel Baker August in January of this year.

“The Seneca Park Zoo is not only a treasure within the Rochester community, but it has also been a special place for my family for many years,” said Reed Sanchez. “I am thrilled to be named Executive Director of the Zoo Society and look forward to leading a strong team dedicated to continuously enriching the overall Zoo experience for our visitors.”

“Our Seneca Park Zoo provides a world-class visitor experience, as soon as you walk through the gates,” said Monroe County Executive Maggie Brooks. “I am confident that Pamela will help us ensure that our Zoo remains a destination for families, students and visitors alike.”

Reed Sanchez joins the Zoo Society following 12 years at the George Eastman House, most recently as Director of Strategic Planning and Resource Development.

“Pamela is an outstanding candidate giving the search committee no difficulty in reaching consensus,” said Leonard Bayer, President of the Zoo Society’s Board of Trustees. “We are looking forward to having her strong leadership skills, close ties to the community and diversity of experience lead our organization.”

Reed Sanchez is a Rochester native. She received her Bachelor of Science and Master of Science degrees in Public Administration from Russell Sage College and went on to do her doctorate work in Public Administration at Syracuse University. In addition to her strong education credits, her past work experience is extensive and impressive. She spent time as the Director of Development and Administration at the non-profit agency Phoenix Youth at Risk and Director of Development at Arizona’s Heard Museum before returning to Rochester in 2002.

“Rachel Baker August played a critical and lead role in elevating the Zoo’s mission during her tenure,” said Reed Sanchez. “I look forward to continuing to push the needle forward. Zoos provide people of all ages with opportunities to learn about our natural world and how we can be better stewards of our fragile environment. The Seneca Park Zoo is an enormous learning lab, couched in a great family-friendly entertainment venue.”

Reed Sanchez lives in Rochester with her husband and daughter. Her appointment was announced at the Zoo Society’s Annual Meeting on Saturday, May 17 and her first day on the job will be June 3.

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.