



## Greater Vancouver Zoo – PRESS RELEASE

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FOR IMMEDIATE RELEASE

### **MORE MONEY RAISED TO SAVE ENDANGERED SPECIES IN THE WILD**

Aldergrove – Greater Vancouver Zoo has raised more funds for 3 existing wildlife conservation initiatives. Through the “*Quarters for Conservation Program (Q4C)*” we are sending \$32,459.89 USD to support the following projects in the wild:

- Guatemalan Yellow-Naped Amazon Parrot (ARCAS – Wildlife Rescue & Conservation Association)
- The Indian Hornbill Nest Adoption Program (Nature Conservation Foundation)
- The Iranian Cheetah Project (Panthera, International Wild Cat Conservation)

This program was introduced in late 2011, and to date we have raised **over \$90,000 USD** to support these wonderful conservation projects. All of this would not have been possible without the wonderful guests who had visited the Zoo during this time – we greatly appreciate and thank you for your support!

The “*Q4C Program*” was started to generate funds supporting field conservation projects for endangered species locally and internationally. For each guest entering the zoo, \$0.25 of their general admission price is allocated to the general funds of the “*Q4C Programs*”. Additionally our guests are encouraged to learn more about each program by visiting the 3 interactive spiral wishing wells near the front entrance. Where they can make a decision on which program they wish to truly make a difference to, by additionally contributing to save the endangered species in the wild.

We are extremely pleased with the progress to date on these projects and wanted to share a few of their achievements to date:

- **Iranian Cheetah or Asiatic Cheetah** all occupying the arid, central plateau of Iran, had been estimated around 200 cheetahs in the 1970’s and now only 70-110 left in the wild,. Biggest threats being overhunting, habitat destruction and poaching. With the Panthera program, they are currently in the process of expanding their anti-poaching teams and have designed a new monitoring protocol in order to scale up their efforts to protect cheetah range-wide. In addition, they are implementing a tool called “SMART”, a technology which allows park rangers and guards to track and improve their anti-poaching efforts.
- **Hornbill’s** biggest threats are hunting for meat and body parts, and habitat degradation. With the Hornbill Nest Adoption Program they have had huge success with hornbill nests outside of protected areas increasing from 91% in 2013 to 95% in 2014. Monitoring and protection work continued in breeding season for 2014 with 71 nests of three hornbill species (inside and outside the park). Also nine new nest trees were found this year. They have involved the local community institutions, Forest Department officials and public leaders in organizing a festival day to celebrate hornbills, other wildlife and cultural traditions of the Nyishi community. Since then the Nyishi community institutions have taken ownership of the idea and are moving forward with conservation efforts.
- **Yellow-Naped Amazon Parrots** population had plummeted by 98% in the 1980’s at one of the roost sites in Santa Rosa. With up to 250 birds roosting there in the early 1990’s and only 2 seen there as of February 2013. Then in November 2013 a trip was organized to identify sites along the Guatemalan Pacific coast where parrot point counts could be carried out and would have ecotouristic potential for the parrot route. This parrot route would support private reserves and other parrot conservation activities in the region. During this time they were pleased to count a total of 100 yellow-naped parrots, of which 6-9 were suspected fledglings from 2013 which proved promising for the future of these species.



For more information on these conservation projects, please visit the Greater Vancouver Zoo website <http://gvzoo.com/about/conservation/index.php> which will direct you to each individual projects website.

Funds that were raised for each of the “Q4C” programs will be distributed today. The Greater Vancouver Zoo’s “Q4C Programs” will be reviewed at the end of 2015 and new programs will be selected for the following year.

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To learn more about the good things we do at the Zoo  
 visit us at: [www.gvzoo.com](http://www.gvzoo.com) or better yet come visit us in person!

Since 1970....dedicated to conservation, preservation & protection of endangered species!  
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