Children’s Zoo
AT THE BRONX ZOO

Special Naming Opportunities
THE NEW CHILDREN’S ZOO AT THE BRONX ZOO:
AN EXCITING OPPORTUNITY

A trip to the Children’s Zoo at the world-famous Bronx Zoo is an iconic memory for millions of New Yorkers and visitors from around the world.

In 2015, the Wildlife Conservation Society will welcome long-time friends and a new generation of visitors to a renovated and re-imagined Children’s Zoo, and we invite you to be part of this historic exhibit.

Our first Children’s Zoo officially opened in 1941 and was designed to bring children into direct contact with animals, an innovative idea in its day. In 1981, a new Children’s Zoo opened in the location we know and love today and was an instant success, welcoming almost 250,000 visitors in just its first two months! The focus of this three-acre interactive experience was to make children participants in their natural environment rather than observers.
Today, the effort is underway to reinvent the Children’s Zoo, maintaining all the favorite places, and upgrading others with refreshed educational messaging, an enhanced animal collection, innovative play experiences, and whimsical new graphics by local artist Brendan Wenzel. When it re-opens, the Children’s Zoo will continue to teach as it delights young guests. By giving children the chance to get close to animals and engage actively in animal life, we promote a lifetime love of wildlife and nature. For many urban children, this zoo experience constitutes the first close encounter with real animals and is an important way to foster a sense of caring and love for the living world.

We are excited to offer you the opportunity to be part of this beloved exhibit, and there are many different ways you can help bring the new Children’s Zoo to life. This is a special place for family bonding and magical discovery and we—along with generations to come—are deeply grateful for your support.

Bronx Zoo Children’s Zoo: Learning about nature through play
The new Children’s Zoo has various recognition opportunities for private supporters. Whether your favorite exhibit is the Prairie Dog Burrow, the new Squirrel Monkey Island, or the interactive Spider Web, we will be glad to recognize your contribution by naming distinct areas, exhibits and activities.

All illustrations are conceptual renderings and subject to modification.
KEY NAMING RECOGNITION OF THE CHILDREN’S ZOO

$5,000,000
CHILDREN’S FARM AND PETTING ZOO

$1,000,000

What better way to encourage a life-long love of animals than to allow children to pet and feed the friendly animals found on a farm? At this final exhibit space, children can wander through a lovely expanded barnyard filled with roaming ducks, chickens, and peafowl. New multi-level dovecotes showcase multiple breeds of pigeons. And the renovated and enlarged barn enclosures will continue the tradition of feeding stations, where visitors and pet and feed our cows, sheep, goats, and alpacas.

DISCOVERY ZONES

$500,000

Animal Movement • Animal Foraging • Animal Defenses
Animal Homes • Animal Senses

Visitors experience the world from the perspective of different animals as they walk through thematic areas. The idea of “home” can play a critical role in the life of a child, and in Animal Homes young visitors are given the tools to expand their ideas of what makes a home. Animal Movement and Animal Senses offer children different means to explore how they get from one place to another and interact with the world. In the Animal Foraging and Animal Defenses zones, engaging activities help showcase the many different ways that animals find their food and interact with each other.
One of the most exciting aspects of the renovated Children’s Zoo will be the updated educational displays throughout the exhibit. The new interactive and interpretive graphics and illustrations convey fascinating information about animal behavior and ecology through clear, concise language and charming, whimsical artwork. We welcome a sponsor to support the comprehensive exhibit signage, which contributes to a thoroughly entertaining and educational experience for visitors young and old!

**ABOUT THE ARTIST:**
Brendan Wenzel is a Brooklyn, NY-based artist whose work has appeared internationally in children’s books, magazines, and parks. An ardent conservationist, he is a proud collaborator with many conservation organizations that work to ensure the future of wild places and threatened species.

**Pigs can’t sweat so they cool off in mud wallows.**
INTERACTIVE FEATURES

As they walk through the Children’s Zoo, young visitors have many different interactive play sites to practice their own skills at climbing, hiding, searching, and jumping. They can climb a tree to find a bird’s nest, just like a coati foraging for eggs, or wander through a maze of bamboo, hiding like a pudu.

At the updated Frog Jump, children can compare the length of their leaps to other prodigious jumping animals, and an oversized Spider Web lets kids experience the joy of clambering on a rope web while large boulders invite them to scramble like chipmunks!

$250,000

- Farmyard Play Tractor
- Tree Slide (Sponsored)
INTERACTIVE FEATURES

$200,000
- Frog Jump
- Rope Bridge

$150,000
- Bamboo Maze
INTERACTIVE FEATURES

$100,000
- Spider Web
- Tortoise Shell
- Log Crawl

$50,000
- Log Climb
- Owl’s Point of View
- Farmyard Water Pumps
ANIMAL EXHIBITS

The Children’s Zoo is home to longtime Bronx Zoo favorites, and new residents, such as a giant anteater and sloths, will be joining them as animal ambassadors. Whether your favorite animals to visit are scampering squirrel monkeys, wading flamingos, or slithering snakes, we have many different opportunities for you to sponsor an animal exhibit.

$250,000

- Prairie Dog Burrow
ANIMAL EXHIBITS

$100,000

- Fennec Fox with Ears (Sponsored)
- Squirrel Monkey Island
- Heron Aviary with Nest Sculpture (Sponsored)
- Giant Anteater and Patagonian Cavies

$75,000

- Cow Barn
- Alpaca Pen
- Goat Yard
- Sheep Stable
- Donkey Den
- Asian Small-clawed Otter (Sponsored)
- Flamingo
- Sloth
ANIMAL EXHIBITS

$50,000

- Monk Parakeet
- Pudu
- White-nosed Coati
- American Alligator (Sponsored)
- Great Horned Owl
- Leopard Tortoise
- African Spurred Tortoise
- North American Porcupine
- Degu

$25,000

- Yellow Rat Snake
- Gopher Snake
- Salamander
- South American Freshwater Aquarium
- Skunk
- Rabbit (Sponsored)
- Plated Lizard
- Kangaroo Rat
- Tarantula

- Duck Pond (Sponsored)
- Turkey and Pigeon Coop
- Chicken Coop
The Bronx Zoo is uniquely positioned to provide experiences that connect children with nature.

The Children’s Zoo welcomes visitors from around the world, but it is a particularly valuable resource for the families of New York City. For many children, the Children’s Farm is the first close encounter with animals. The hands-on activities and encounters encourage our young visitors to discover the natural world all around us, in every environment.

For nearly 120 years, the Wildlife Conservation Society and the Bronx Zoo have inspired a commitment to protect wildlife and wild places, and the Children’s Zoo is a treasured centerpiece of this work. Your support of this vital exhibit helps us cultivate the next generation of conservation stewards by offering them a dynamic place to understand, appreciate, and value the natural world.
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12/10/13
Prospective map of renovated Children's Zoo
Opening 2015

Children’s Zoo

ANIMAL HOMES

ANIMAL MOVEMENT

ANIMAL FORAGING

ANIMAL SENSES

ANIMAL DEFENSES

CHILDREN’S FARM

ANIMAL FORAGING

ANIMAL SENSES

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