



# NEWS FROM..

**FOR: IMMEDIATE RELEASE**

**FROM: The Palm Beach Zoo**

**RE: CELEBRATE the “BEAR” NECESSITIES at the PALM BEACH ZOO**

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**March 17, 2008** – On Saturday, March 22<sup>nd</sup> from 9 a.m. to 5 p.m. the Palm Beach Zoo will be holding its 3<sup>rd</sup> Annual Bear Awareness Day. This event is being held to educate the public about the integral role that bears play in nature as well as the importance of respecting biological diversity.

Learn about bear behavior through exciting keeper talks and enrichment sessions, educational arts and crafts stations, and interactive storytelling in our Florida Pioneer House. See how you measure up to the Zoo’s black bear brothers, “Lewis” & “Clarke” and create your own bear paw.



North America's three bear species, the polar bear (*Ursus maritimus*), grizzly or brown bear (*Ursus arctos*), and American black bear (*Ursus americanus*), are currently threatened by habitat loss and human-caused mortality. Bear

Awareness Day is a time to recognize how important these animals are to the ecosystems in which they live and how important it is to protect their habitat.

The Palm Beach Zoo is a non-profit zoological organization located at Dreher Park in West Palm Beach, housing over 1,500 animals within 23 acres of lush tropical habitat. Its mission is to provide an open-air classroom of living creatures to foster awareness, appreciation and respect for the natural world.

All activities are free for Palm Beach Zoo members or with regular paid admission. Palm Beach Zoo is located at 1301 Summit Boulevard, just east of I-95 between Southern and Forest Hill Boulevard. Regular zoo admission: Regular \$12.95, Seniors 60+ \$9.95, Children 3-12 \$8.95, under 3 years and Zoo Members are free. For more information regarding the Palm Beach, please visit [www.palmbeachzoo.org](http://www.palmbeachzoo.org).