



# NEWS FROM...

**TO:** NEWS EDITORS  
**FOR:** IMMEDIATE RELEASE  
**RE:** **PALM BEACH ZOO JAGUAR FINDS NEW HOME IN PHOENIX**  
**DATE:** MONDAY, AUGUST 11, 2008  
**CONTACT:** CLAUDIA HARDEN – MARKETING MANAGER: (561) 533-0887 EXT 223

**Monday, August 11, 2008, West Palm Beach, FL:** On Friday, August 8<sup>th</sup>, the Phoenix Zoo officially welcomed “Caipora,” a 3-year-old female jaguar, to her new home as part of the Association of Zoos and Aquariums’ (AZA) Species Survival Plan (SSP). The Jaguar Species Survival Plan© consists of thirty-nine zoos that are dedicated to long-term management and conservation of the jaguar.



“Caipora,” was born at the Palm Beach Zoo in September of 2004 to proud parents “Muchacho” and “Nabalam.” Her name, “Caipora,” means “Goddess of the Wilderness” or one that protects animals from human hunters.

Jaguars are endangered due to over hunting and deforestation. The jaguar is native to areas of North, Central, and South America and is normally found in rainforest habitats, swampy areas and dry and desert environments.

About the Palm Beach Zoo: 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 outdoor classroom of living creatures to foster awareness, appreciation and respect for the natural world. The Palm Beach Zoo proudly supports the following conservation programs for jaguars.

**A Public/Private Partnership to Understand and Conserve Jaguar Habitat in the Yucatan (Jaguar SSP):** The Palm Beach Zoo now helps to fund the camera-trapping aspect of this project endorsed by the Jaguar SSP. Camera trapping involves setting up cameras in remote areas that jaguars are known to inhabit. A sensor on the camera will pick up motion and photograph a certain area or animal whenever it is triggered. This way, animals have no human interaction and the cameras can “catch” animals in their natural, wild state. This type of study also helps obtain population demographics of

many species that inhabit the area as the camera sensors will respond to any animal movement. This camera-trapping will help researchers gain a better understanding of the numbers of jaguars and other animals in the area. Overall, the project will work to build partnerships between public and private land-holders to build sustainable land use practices that will help reverse the continuing trend of degradation of resources necessary for the survival of the jaguar and several animal and plant species.

**Jaguar Species Survival Plan (SSP) Website:** The Palm Beach Zoo has completely funded the software, programming, registration and hosting of the Jaguar SSP Website. The Jaguar SSP houses over 100 cats with the participation of over forty (40) zoos. The creation of this website will expand public awareness about the jaguar's ecology, and historic and cultural importance. This website will also serve to build a cooperative network of zoological institutions and biologists who are collectively working to conserve the species. Website address: [www.jaguarssp.org](http://www.jaguarssp.org).

The 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 on the Palm Beach Zoo's 1,500+ animals, education and conservation programs, special events and annual memberships, please visit [www.palmbeachzoo.org](http://www.palmbeachzoo.org).

For information regarding the Phoenix Zoo please visit [www.phoenixzoo.org](http://www.phoenixzoo.org).

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