

2222 St. Paul Street, Rochester, NY 14621

senecaparkzoo.org

Contact: Mina Johnson, Communications Coordinator

(585) 336-7202 or mjohnson@senecazoo.org



Seneca Park Zoo announces Columbus Day weekend food drive

Guests who bring a non-perishable food item will receive \$2 off admission

September 29, 2017 – Seneca Park Zoo will be holding a food drive over Columbus Day weekend to benefit The Salvation Army of Greater Rochester. From **Friday, October 6 through Monday, October 9**, each guest who donates a non-perishable food item will receive \$2 off Zoo admission. All donations will go directly towards The Salvation Army’s efforts to feed the hungry in our community.

“This food drive gives the community an opportunity to help those who need it most, while also supporting Seneca Park Zoo,” said Zoo Director **Larry Sorel**. “We hope residents take a moment out of their holiday weekend to visit the Zoo and donate a non-perishable food item.”

Non-perishable food items especially welcomed include: canned fruit, peanut butter, cereal, oatmeal, powdered box potatoes, canned beans, and canned vegetables.

“There are 25,000 children in our region who live in poverty and aren’t sure where their next meal will come from,” said **Pamela Reed Sanchez**, Seneca Park Zoo Society Executive Director. “This food drive allows us to use a visit to the Zoo to help meet the needs of our neighbors.”

The Salvation Army of Greater Rochester serves approximately 50,000 individuals each year in Monroe County. Last year, more than 26,000 bags of groceries and over 30,000 nights of shelter were provided for those in the most need in our community. Visit rochesterny.salvationarmy.org for more information about the organization’s efforts and how you can help.

The Zoo will be open regular hours during Columbus Day weekend. The Front Gate is open 10 a.m. – 4 p.m. and grounds close at 5 p.m.

Internationally, and in our own backyard, Seneca Park Zoo plays a key role in species survival. Chartered as an educational institution in 1957 by New York State, the Seneca Park Zoo Society

plays an integral role in supporting Monroe County, the owners and operators of the Zoo. Together, we are working to bring animals back from the brink of extinction.