

Seneca Park Zoo Society
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Seneca Park Zoo Society to host Cinco de Rhino May 5th

Craft beer and cider celebration will raise funds to save rhinos from extinction

On **Friday, May 5**, the Seneca Park Zoo Society will proudly host Cinco de Rhino, a 21-and-over fundraising event presented by Iron Smoke Distillery. While building on the success of last year's inaugural event and continuing to raise funds for rhino conservation, the event has expanded to be a celebration of craft beer and cider, with a dozen breweries and cider distilleries on grounds offering tastings.

Admission includes beer and cider tastings, appetizers, animal experiences, and live music by Bobby Henrie and the Goners. Guests will enjoy a Zoo Keeper talk and can take a chance at winning rhino-themed prizes, including a behind-the-scenes meet-and-greet with the Zoo's southern white rhinoceros.

A portion of every ticket benefits the International Rhino Foundation, a nonprofit organization working to protect the five species of rhino from extinction. In their natural range, rhinos are primarily threatened by illegal poaching for their horns, which are mistakenly thought to have health benefits, and habitat destruction.

"Cinco de Rhino is the perfect way to spend May 5, surrounded by animals, enjoying craft beer and ciders, and raising funds to help stop the poaching of rhinos in Africa," says Zoo Society Executive Director Pamela Reed Sanchez. "Who needs tequila when you can raise a glass of beer or cider and help save a rhino?"

The featured Cinco de Rhino breweries and cider distilleries include: Stoneyard Brewing Co., Cider Creek Hard Cider, Four Mile Brewing, Ithaca Beer Co., Stone Brewing, Troegs Brewing Co., Lagunitas Brewing Co., Anderson Valley Brewing Co., Dogfish Head Brewing, Smuttynose Brewing Co., Bell's Brewery, and Embark Craft Ciderworks.

Tickets are \$35 in advance or \$40 on the day of the event. Must be 21 or older to attend. Purchase at seneparkzoo.org/cinco

This month, support rhino conservation at additional fundraising events at the Cider Creek Hard Cider Tasting Room on April 8 and Stoneyard American Craft Beer Hall & Grill on April 15, when \$1 of every drink sold will go to support the International Rhino Foundation.

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.