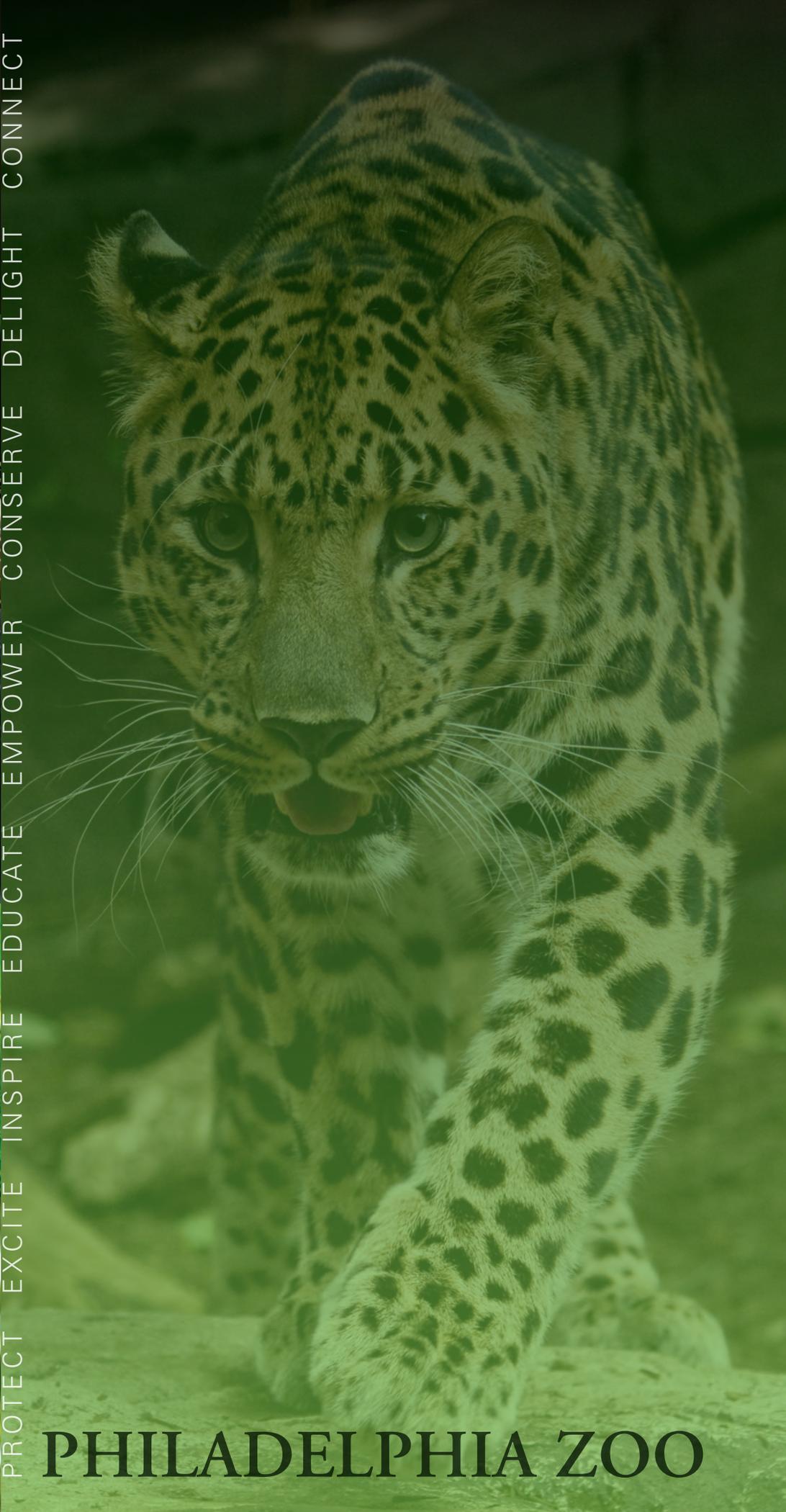




PROTECT EXCITE INSPIRE EDUCATE EMPOWER CONSERVE DELIGHT CONNECT

PHILADELPHIA ZOO



# Year of the Orangutan

The Philadelphia Zoo is presenting The Year of the Orangutan in an effort to make a significant impact on saving wild orangutans from extinction.

The Zoo launched The Year of the Orangutan in November 2011 at its Global Conservation Gala when it awarded \$100,000 over five years to the Sumatran Orangutan Conservation Programme, a non-government organization working with the Indonesian government for the survival of the orangutan in Sumatra.

Highlights of the year include the *Trail of the Lorax* exhibit, a collaboration with Dr. Seuss Enterprises, LP (through October 11), and the UNLESS Contest, an initiative for scouts and students through graduate school to imagine, create and participate using compelling artwork and school-wide campaigns to aid in the Zoo's conservation efforts for orangutans.

In August 2012, the Zoo will open the Great Ape Trail around PECO Primate Reserve, home to three Sumatran orangutans: father Sugi, mother Tua and Batu (born October 2, 2009). This exploration trail invites orangutans to roam and travel through the treetops outside of their usual homes. The trail is the next project in the Zoo's overall plan to create a network of trail systems that allow animals to travel across the Zoo's campus, giving them more choices and more variety in their environments and daily experience. The Philadelphia Zoo is the first zoo in the world to develop this concept and implement an animal travel and rotation plan on a campus-wide basis.

Orangutans are found in tropical forests on the islands of Sumatra and Borneo. Scientists estimate there are 54,000 orangutans remaining on Borneo and only 6,660 on Sumatra, and if deforestation continues at current rates, orangutans could be extinct in the wild possibly as soon as 2025. The clearing of forests in Sumatra and Borneo for oil palm plantations is the single biggest threat facing orangutans. Palm oil is found in nearly 50 percent of the packaged foods, as well as in bath and body lotions, soaps, cosmetics and cleaning products.



There is an expanding effort to grow oil palms without destroying virgin rain forest. Some manufacturers have committed to sourcing 100% certified sustainable palm oil – grown in ways that will not destroy wildlife habitat and endanger orangutans and other animals – by 2015. Throughout the Year of the Orangutan the Philadelphia Zoo is encouraging guests to take action by thanking manufacturers who made the commitment to harvest palm oil sustainably.



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# Year of the Orangutan

## HIGHLIGHTS

- The Philadelphia Zoo launched the Year of the Orangutan in November 2011 at the Zoo's Global Conservation Gala. At the event, the Zoo awarded the 2011 Global Conservation Prize of \$100,000 over five years to the Sumatran Orangutan Conservation Programme, a non-government organization working with the Indonesian government for the survival of the orangutan in Sumatra.
- In March 2012, in conjunction with The Year of the Orangutan, the Philadelphia Zoo unveiled the *Trail of the Lorax* exhibit. The exhibit is a collaboration with Dr. Seuss Enterprises, LP. The 3-D interactive experience uses clues, activities and adventures to share the story of a critically endangered species – the orangutan – and the threat to orangutans from the deforestation of tropical trees from the mining of forests for palm oil, paralleling the key messages from Dr. Seuss' book, *The Lorax*. Exhibit highlights include:
  - Lorax Loft, a fantastical play and learning environment
  - Orangutangle, a two-story climbing structure
  - Orangu-tank, a make-believe pond guests can explore (while staying dry)
  - Night Nest, a suspended net pocket inspired by the real-life do-it-yourself bedding of orangutans in the wild
  - Eight action stations situated around the Zoo with 3D clues revealed through use of the glasses all guests receive
  - A colorful mini-movie featuring the vocal talents of Danny DeVito, Ed Helms, Zac Efron and Taylor Swift, the stars of the animated adventure Dr. Seuss' *The Lorax*.
- In April 2012, the Philadelphia Zoo announced winners of its UNLESS Contest, which challenged students from kindergarten through high school to imagine, create and participate in the Zoo's conservation efforts for orangutans. 3,000 students participated, answering the question: "How can we save orangutans in the wild from extinction?"
- In September 2012, the Zoo will announce winners of the University Unless Contest.



- The first part of the Zoo's Great Ape Trail will open in August 2012, giving the orangutans an opportunity to explore outside their usual home. This is the next project in the Zoo's overall plan to create a network of trail systems that allows animals to travel across the Zoo's campus, giving them more choices and more variety in their environments and daily experience.
- The Philadelphia Zoo is the first zoo in the world to develop this concept and implement an animal travel and rotation plan on a campus-wide basis.
- The animal rotation plan debuted in 2011 with the opening of Treetop Trail for monkeys and lemurs. The 700-foot long flexible stainless steel mesh elevated passageway, complete with two 37-foot tall "lookouts," is located in the treetops over and around the visitor paths at the Zoo's Impala Plaza.
- Orangutans and gibbons will be able to use the new Great Ape Trail. The 200 foot expansion, custom-designed for these two species, will extend from the south end of PECO Primate Reserve toward Bird Lake.



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