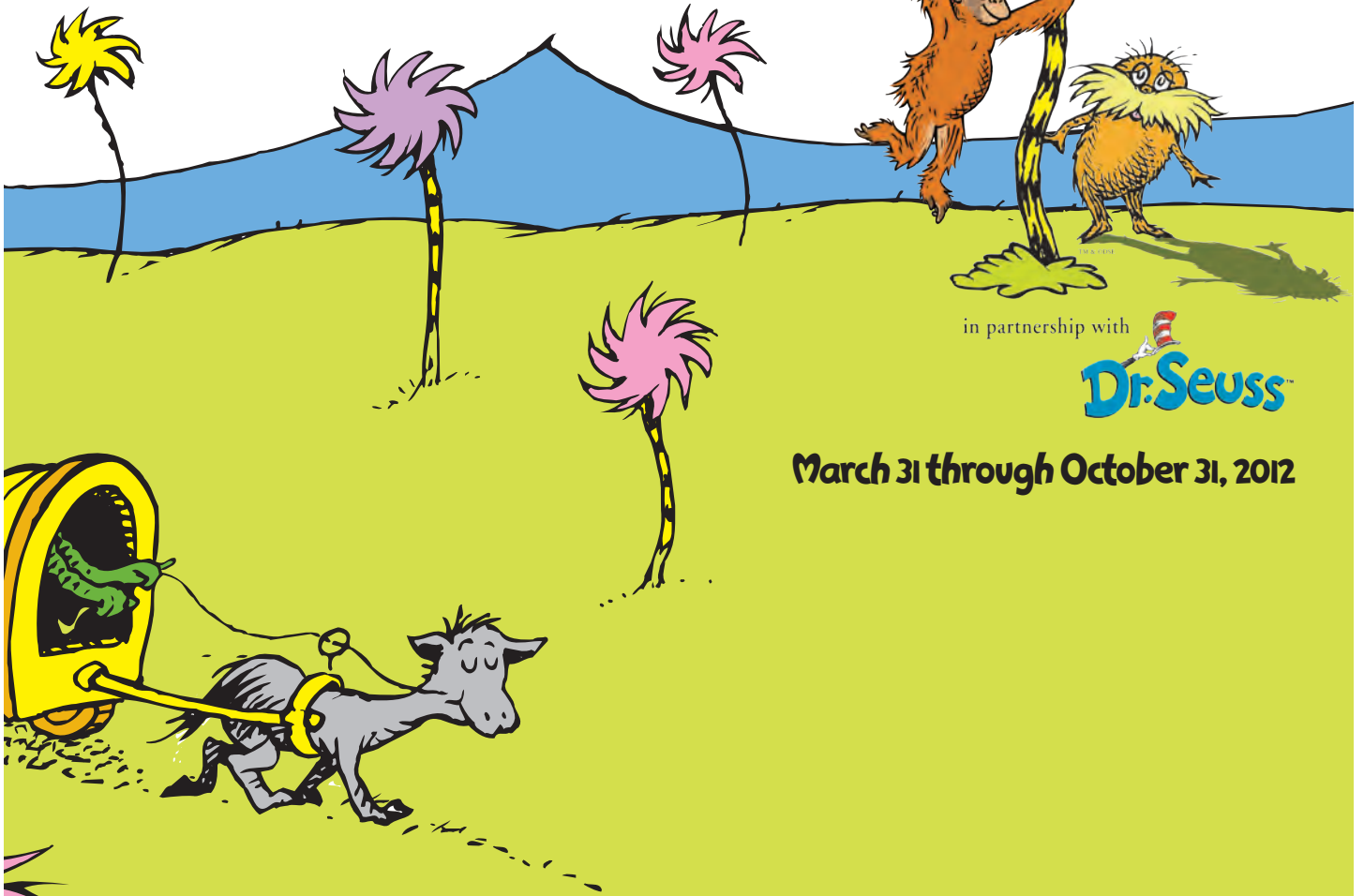


PHILADELPHIA ZOO
PRESENTS

Trail of the LORAX



in partnership with



March 31 through October 31, 2012

Exclusive Media Preview
Tuesday, March 27, 2012

Public Opening
Saturday, March 31, 2012



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FOR IMMEDIATE RELEASE

***Philadelphia Zoo and Dr. Seuss Enterprises Present
“Trail of the Lorax”***

IF YOU’RE LOOKING FOR SOMETHING ENGAGING TO DO, THE TRAIL OF THE LORAX AWAITS AT THE ZOO

Philadelphia, PA—(March 1, 2012) — On Saturday, March 31st, the Philadelphia Zoo in partnership with the world-renowned Dr. Seuss Enterprises L.P. present the opening of “Trail of the Lorax,” an engaging exhibit that educates visitors on conservation and saving wildlife. The Zoo is also happy to partner with Universal Pictures and Illumination Entertainment’s new 3D-CG feature *Dr. Seuss’ The Lorax*. The “Trail of the Lorax” exhibit at the Zoo will run from March 31st through October 31st.

In the “Trail of the Lorax,” a live interactive exhibit at Philadelphia Zoo, Dr. Seuss’ cautionary tale of The Lorax becomes a frame through which kids can experience and understand the very real correlation between human enterprise and destruction of animal habitat. The exhibit will focus on a real world similarity to the fictional Bar-ba-loots and Swomee-Swans—the endangered orangutans of Borneo and Sumatra.

“Ted (a.k.a „Dr. Seuss’) was ahead of his time when he wrote „The Lorax’ and the *UNLESS* message is more important today than ever,” said Susan Brandt, President of Dr. Seuss Enterprises. “We are proud to partner with the Philadelphia Zoo to bring the story of „The Lorax’ to life and introduce a real world situation to children so they feel empowered to make a difference.”

“Trail of the Lorax” will consist of eight informational stations and a dynamic two-story active play and exploration space known as “Lorax Loft.” Combining Seussian illustrations and surprising facts about orangutan life, these elements will bridge the two worlds, enabling children to see the reality behind Dr. Seuss’ parable. From a visitor perspective, the trail will include elements of a treasure hunt, with kids searching for hidden facts that are visible only through 3D glasses. Kids may also enjoy 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*.

-More-

“Trail of the Lorax” is an engaging way to present what orangutans are facing in the very near future,” says Vikram H. Dewan, President and CEO of the Philadelphia Zoo. “Our hope is that the exhibit will inspire and empower guests to make good choices in their everyday lives that can create a better future for wild orangutans and other species.”

Throughout 2012, the Philadelphia Zoo will celebrate *The Year of the Orangutan*, and make a commitment of creativity, energy and resources designed to create significant contributions to one goal: save wild orangutans from extinction. The strategy is to coordinate programming, marketing, exhibition and interpretation to create awareness and a demand for sustainable palm oil in the U.S. and around the globe.

According to the timeless words of Dr. Seuss in “The Lorax”—“UNLESS someone like you cares a whole awful lot, nothing is going to get better. It’s not.”

About Dr. Seuss:

Theodor “Seuss” Geisel is quite simply the most beloved children’s book author of all time. Winner of the Pulitzer Prize in 1984, an Academy Award®, three Emmy Awards, three Grammy Awards, and three Caldecott Honors, Geisel wrote and illustrated 44 books for children. Hundreds of millions of copies have found their way into homes and hearts around the world. In his lifetime, Dr. Seuss was an early advocate for conservation. While Theodor Geisel died on September 24, 1991, Dr. Seuss lives on, inspiring generations of children of all ages to explore the joys of reading

Dr. Seuss Enterprises, L.P.:

Founded in 1993 by Audrey Geisel, Dr. Seuss Enterprises maintains the integrity of the original Dr. Seuss books, characters and their invaluable contribution to children’s literacy. Dr. Seuss Enterprises remains committed to Ted’s early conservation efforts and partners with organizations doing their part to make a difference.

About The Philadelphia Zoo:

America’s first zoo and one of the region’s foremost conservation organizations, the Philadelphia Zoo is home to more than 1,300 animals, many rare and endangered. The Zoo, fulfilling its mission of conservation, science, education and recreation, supports and engages in conservation efforts to protect endangered species around the world. The Philadelphia region’s leading family destination, the Zoo welcomed more than 1.2 million visitors last year. The Philadelphia Zoo is accredited by the Association of Zoos and Aquariums. For more information on the Philadelphia Zoo, as well as to purchase and print tickets online, visit us at www.philadelphiazoo.org. Philadelphia Zoo is a non-smoking facility.

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Wherever on Earth there's a threat to a tree
You can bet that's the place where the Lorax will be
The lesson the Lorax is here to instill:
Things are going to get better — they can and they will

PHILADELPHIA ZOO
PRESENTS

Trail of the LORAX



in partnership with

Dr. Seuss

**Opening
March 31 through October 31**

The Trail of the Lorax is a 3-dimensional, interactive experience that features a trail of clues left by The Lorax himself that shares the true story of a species in peril—the orangutan. The story culminates at the Lorax Loft, a fantastical play and learning environment featuring the Orangu- tangle, a thicket of vines on which guests can swing or explore, a make believe pond where guests can explore while staying dry and the night Nest, a suspended pocket of netted rope inspired by the real life bedding of orangutans in the wild. In addition, a colorful mini-movie features characters from Dr. Seuss famous children's book the Lorax.

The Trail of the Lorax is an exciting that will engage guests of all ages with the plight of the orangutan a species that depends on trees just as the Brown- bar-a loots and the Humming fish depend on truffulas.

According to the timeless words of Dr. Seuss in the Lorax — “Unless someone like you cares a whole awful lot, nothing is going to get better it's not.”

The Year of the Orangutan

Throughout 2012, the Zoo will celebrate **The Year of the Orangutan**, and make a commitment of creativity, energy and resources designed to create significant contributions to one goal: Save wild orangutans from extinction. Our strategy is to coordinate programming, marketing, exhibition and interpretation to create awareness and a demand for sustainable palm oil in the U.S. and around the globe.

The Year of the Orangutan was launched at the Zoo's Global Conservation Gala last November, when the Zoo awarded the 2011 Global Conservation Prize of \$100,000 over 5 years to the Sumatran Orangutan Conservation Programme (SOCP), a unique non-government organization working with the Indonesian government for the survival of the orangutan in Sumatra.



This commitment to orangutans in the wild was followed by the Zoo's UNLESS Contest, which challenges students from kindergarten through graduate school to imagine, create and participate in the Zoo's conservation efforts for orangutans. UNLESS Contest cash will be awarded to the students of classes that best bring together research and creativity to answer on question... How can we save orangutans in the wild from extinction?

In addition the Zoo will present the Trail of the Lorax starting March 31 and through October 31, as well as unveiling the next phase of Treetop Trail, an innovative elevated exhibit allowing primates including the orangutan to travel and explore — reinventing the Zoo experience for the 21st century, from both an animal and a visitor perspective.



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About Orangutans:

The largest of all tree-dwelling animals, orangutans are remarkably intelligent, adept tool users, attentive mothers, inadvertent forest gardeners and critically endangered. They are found only in tropical forests on the islands of Sumatra and Borneo. Research shows an orangutan in the wild can live up to 40 years or more. But today fewer and fewer wild orangutans can live out their natural life spans. The total wild population of orangutans is only a quarter of what it was in past centuries. Scientists estimate there are about 54,000 orangutans remaining on Borneo and approximately 6,660 on Sumatra. If deforestation continues at current rates, orangutans will be extinct in the wild — possibly as soon as 2025. The Sumatran orangutan is at great risk of being the first of the living great apes to become extinct.

The once-vast, diverse forests on which orangutans depend are rapidly being cleared, with much of the land converted to oil palm plantations. Palm oil is found in close to 50% of the packaged foods we consume here at home as well as in bath and body lotions, soaps, cosmetics and cleaning products. Palm oil production has destroyed vast areas of habitat for orangutans in Borneo and Sumatra. But there is expanding effort to grow oil palms and provide more palm oil without destroying more virgin rain forest. “Certified sustainable palm oil” (CSPO) is grown in ways that will not destroy habitat and endanger wildlife. Specific consumer manufacturers have made a commitment to source 100% sustainable palm oil by 2015. By buying products from these manufacturers and letting them know you appreciate their commitment to CSPO and orangutans, you can make a difference.

The Philadelphia Zoo has deep connections with orangutans. Dr. Meredith Bastian, Curator of Primates, spent over seven years studying the behavior, genetics and ecology of wild Bornean orangutans and brought her expertise and passion to the Zoo in 2010. And the Zoo’s PECO Primate Reserve is home to three magnificent Sumatran orangutans: father Sugi, mother Tua and their two-year-old daughter, Batu.



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What is Palm oil?

Palm oil is found in close to 50% of the packaged foods we eat. It's also in bath and body lotions, soaps, cosmetics and cleaning products.

What does palm oil have to do with orangutans?

Non-sustainable palm oil production has destroyed vast areas of habitat for orangutans in Borneo and Sumatra. Without habitat, orangutans may go extinct in the near future.

Is it possible to get palm oil without destroying habitats?

Yes, there is something called, "certified sustainable palm oil (CSPO). CSPO is grown in ways that will not destroy habitat and endanger wildlife.

What can I do to help save orangutans?

Seek out companies who have made a commitment to source 100% sustainable palm oil by 2015 and ask those who haven't to do so.

U.S. Retailers and Manufacturers*

The following retailers and manufacturers provide a significant number of goods containing palm oil or palm oil derivatives to US markets. They have all joined the Roundtable on Sustainable Palm Oil (RSPO) and have each made some level of commitment to sourcing Certified Sustainable Palm Oil (CSPO) by 2015.

Because there will be many challenges along the road to reaching this goal however, it is imperative they realize their customers are aware of their efforts and that they expect them to follow through.

To learn more about these and other companies that have made a commitment to using CSPO, visit, www.rspo.org.

Archer Daniels Midland

Avon Products, Inc.

Colgate-Palmolive Company

ConAgra

Heinz

Henkel

Interbake Foods LLC

Johnson & Johnson

Justin's

Kellogg Company

Lindt and Spungli AG

L'Occitane en Provence

L'Oreal

Mars

McDonald's Corporation

Nestle

P&G

PepsiCo

SC Johnson and Son, Inc.

Seventh Generation

Stratas Foods LLC

Sun Products Corporation

The Body Shop

The Hershey Company

Twincraft Soap

Unilever

United Biscuits

US Food Group (*wholesale*)

Ventura Foods, LLC (*wholesale*)

Wal-Mart (*brand products only*)

WhiteWave Foods



*This list is not inclusive. Last updated 02/21/12.

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