
Highlighted 2009 marketing activities by Quarter:**Q1**

- City of Toronto WinterCity festival – Zoo Animal Fun & Games Skating Party with the Toronto Zoo
- Love BUGS at the Zoo – Valentines event sponsored by 98.1 CHFI and Hershey's
- Toronto Zoo Celebrates Ontario Family Day
- Green Macaques Media Launch for Geothermal Exhibit
- City of Toronto's 175th Celebrations
- March Break Goes Wild! sponsored by CTV, 98.1 CHFI and Toronto Star
- National Wildlife Week with Canadian Wildlife Federation Media Event – Opening of Conservation Connection Centre
- Annual Easter "Egg" Stravaganza sponsored by 97.3 EZ Rock and Hershey's
- Toronto Fire Services Media Event to recognize their donation to the Sepilok Orangutan Rehabilitation Centre in Malaysia

Q2

- Party for the Planet Celebrates Earth Day
- Robert Bateman Get To Know Program Launch
- Adopt-A-Pond's 10th Annual Spring Toad Festival
- Toronto Zoo's 10th Annual International Migratory Bird Day
- Mothers Day with 97.3 EZ Rock, event also sponsored by Hershey's
- Media launch of summer programming and events – Sharks at Stingray Bay – A Touching Experience! sponsored by CTV, 97.3 EZ Rock and Toronto Star
- Zellers Discovery Zone Opens for the Season
- The Great Garlic Mustard Pull Media Event in celebration of International Biodiversity Day
- Great Strides Walk for Cystic Fibrosis
- Wild Toy Animal Hospital Event sponsored by 98.1 CHFI
- Seafood for Thought™ A Sumptuous Sustainable Seafood Event
- Robert Bateman Get to Know Program Winner's Reception
- Coca-Cola® Fun Day with Toronto Maple Leaf Alexei Ponikarovsky
- Father's Day with 98.1 CHFI - private winner's BBQ
- National Aboriginal Day Event
- Black Footed Ferret Recovery Program Launch Media Event
- Owlkids Day at the Zoo

Q3

- Canada Day Celebrations
- Wildcat Music Show - A Tribute to High School Musical! sponsored by 98.1 CHFI
- The McGregor Socks Make-A-Wish Foundation® Scavenger Hunt
- Concerts for Conservation – featuring MITCHEL MUSSO sponsored by CTV, EZ Rock and Toronto Star
- YTV’s WOW – put a little WOW in your summer!
- Today’s Parent KidSummer Day
- 98.1 CHFI Day
- Media launch of the Award-Winning 10-Acre Tundra Trek sponsored by CTV, Toronto Star and EZ Rock
- Conservation Awareness Weekend including: Orangutan Awareness Weekend, Sharkwater Movie Screenings and Elephant Open House
- Hbc Rewards Day with Bonus Savings Card!
- Toronto Zoo’s 35th Anniversary Celebrations ‘ZOO-ZA-PA-LOOZA’ sponsored by CTV, EZ Rock and Toronto Star
- 97.3 EZ Rock Behind the Scenes Contest
- Skyriders Trampoline Show and Live Performance by North America’s Top Professional Freestyle Soccer Team sponsored by 98.1 CHFI
- Senior’s Day
- Media Launch for the Toronto Zoo Name the Baby Gorilla Contest sponsored by CTV and Toronto Star

Q4

- World Animal Day with National Geographic Kids
- End of Special Exhibit – Sharks at Stingray Bay – A Touching Experience
- Oasis Zoo Run
- Mark’s Work Wearhouse presents Boo at the Zoo sponsored by Mark’s Work Wearhouse CTV, 98.1 CHFI, Toronto Star and Hershey’s
- Remembrance Day Ceremonies free admission before 11am
- Media Event for the Toronto Zoo Name the Baby Gorilla Contest – when Charles the gorilla picks the official name for his son, sponsored by CTV and Toronto Star
- 34th Annual Christmas Treats Walk
- 7th Annual New Year’s Family Countdown sponsored by CTV, EZ Rock, Toronto Star and Hershey’s