

YOUR TORONTO ZOO

STRATEGIC COMMUNICATIONS



YOUR TORONTO ZOO'S STRATEGIC COMMUNICATIONS TEAM



Manager
(Katie Gray)



Supervisor
(Jackie Gilgannon)



Graphic Design
(Cassandra Thompson)



E-Marketing
(Alyssa Noronha)



**Website and
Multimedia**
(April Richardson)



Social Media
(Olivia Weaver &
Andrew Santos)

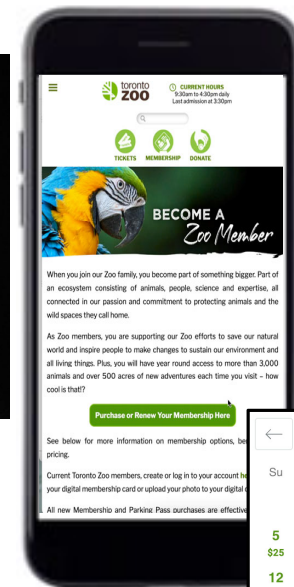


Media Relations
(Amy Naylor)



Photographer/ Videographer
(Paul Wright)

A MONTH IN THE LIFE OF YOUR ZOO'S STRATEGIC COMMUNICATIONS TEAM (JUNE)



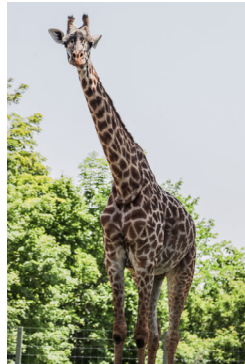
PLAN AHEAD
PRICING

November 2023						
Su	Mo	Tu	We	Th	Fr	Sa
			1 \$22	2 \$22	3 \$23	4 \$26
5 \$25	6 \$22	7 \$21	8 \$21	9 \$22	10 \$22	11 \$26
12 \$25	13 \$22	14 \$21	15 \$21	16 \$22	17 \$22	18 \$25
19 \$25	20 \$22	21 \$21	22 \$21	23 \$21	24 \$21	25 \$25
26 \$22	27 \$22	28 \$21	29 \$21	30 \$21		

BLANDING'S TURTLE RELEASE



WORLD GIRAFFE DAY

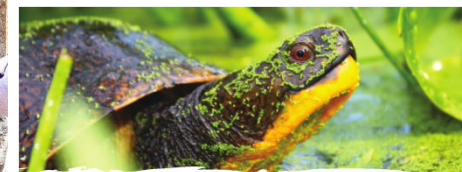


OPENING OF THE NEW
ORANGUTAN HABITAT

NEW ZOO
MEMBERSHIP
PROGRAM



PRIDE
MONTH



JUNE IS NATIONAL INDIGENOUS HERITAGE MONTH!
ALL INDIGENOUS PEOPLES RECEIVE FREE ZOO ADMISSION

June marks National Indigenous Heritage Month, and the Toronto Zoo joins in recognizing the rich history, heritage, resilience, and diversity of First Nations, Inuit, and Métis People across Canada. In commemoration of National Indigenous Heritage Month the Toronto Zoo is extending complimentary admission to all Indigenous Peoples.

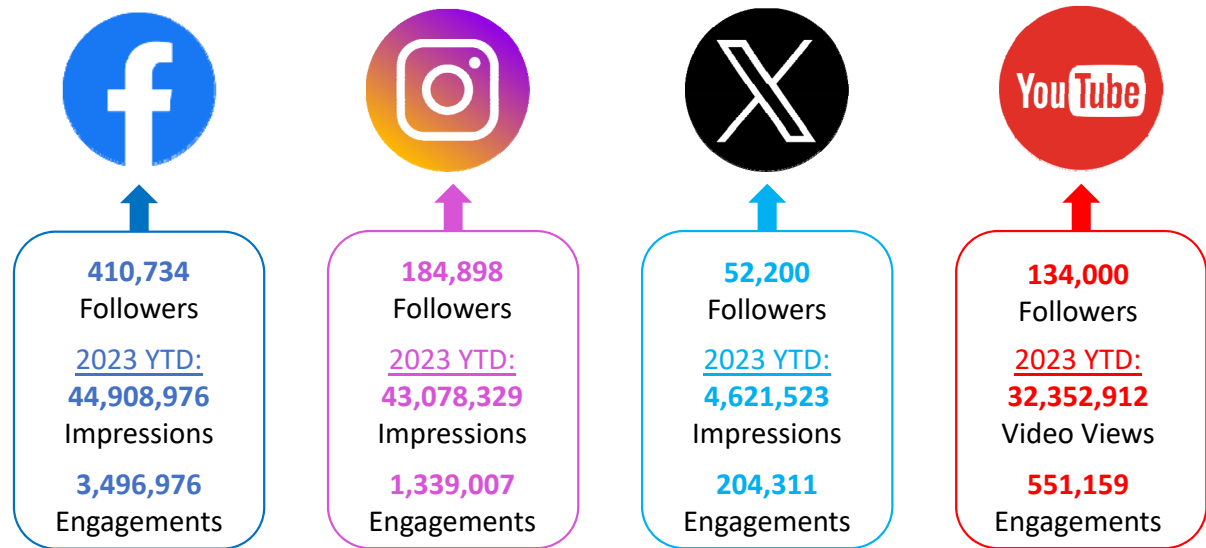
For entry please proceed directly to the Zoo's admission gates. No online ticket purchase or status cards required.

DETAILS AT [TORONTOZOO.COM](https://torontozoo.com)

NATIONAL INDIGENOUS HERITAGE MONTH

LET'S
GET
SOCIAL

So far in 2023, Toronto Zoo social media accounts have
93 MILLION impressions, **5.5 MILLION** engagements & over **50 MILLION** video views!



IN TOTAL, TORONTO ZOO SOCIAL MEDIA CHANNELS HAVE

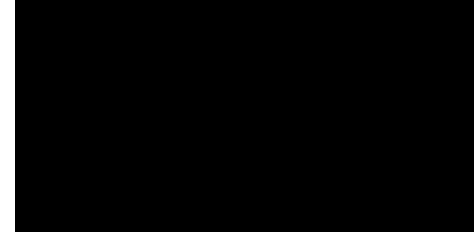
Gained over **1.1 MILLION** followers • Had over **1 BILLION** impressions
Engaged over **80 MILLION** people • Supported over **\$130,000** in fundraising efforts in the past few years!

zoolife



80% OF ANY SUBSCRIPTION DIRECTLY FUNDS ANIMAL CARE

- Audience engagement with talks by Zoo staff and volunteers
- Interactive cameras that you control to get close to animals
 - 24/7 livestreaming so you can watch non-curated animal moments at anytime
 - Access to ALL Toronto Zoo cameras
- NEW gold Zoo Membership and all Zoo guests receive a free trial



2023 MEDIA HIGHLIGHTS



AD EQUIVALENCY

How much would this coverage cost on traditional media?

- Canada: **\$7.5 MILLION**
- Global: **\$48.16 MILLION**

AGGREGATE READERSHIP

How many people potentially saw the Toronto Zoo coverage?

- Canada: **3 BILLION**
- Global: **24.65 BILLION**

TOTAL MENTIONS

How many times was the Toronto Zoo mentioned in the news?

- Canada: **9K**
- Global: **14.08K**

TORONTO ZOO ONSITE MEDIA EVENTS

NEW Orangutan Habitat Opening



**MEDIA
PRESENT**

CP24
Toronto Star
Rob on the Road (105.9 The Region)
CityNews
CTV

E-MARKETING PROGRAM



Current Membership List:
38,605 Contacts



of Emails Sent:
2,054,762



Average Unique Open Rate: 69.10%
1,419,789 Individual emails opened
102.61% higher than the average
overall industries!



Giveaway Stats:
9 Exclusive Member Giveaways
19,407 submissions

RECENT ACHIEVEMENTS

SELLING OUT ZOO EVENTS

E-marketing is used to help sell Toronto Zoo Events. Example, “Uncorked” with over **40% of sales** being Membership sales driven through e-marketing!

MEMBER WELCOME SERIES

Started a welcome series for Zoo Members that consist of 3 emails introducing the benefits, perks and conservation efforts.

BUILDING LISTS

Building Zoowide lists to segment our audiences (programs, schools, events, general newsletter) to help with promoting revenue-generating opportunities and driving attendance!

TORONTOZOO.COM 2023 HIGHLIGHTS



9 MILLION page views



2 MILLION users in 2023

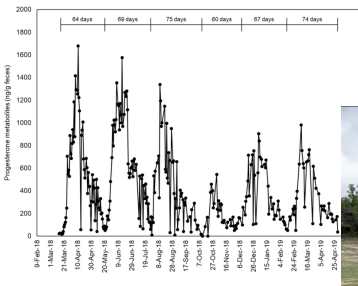
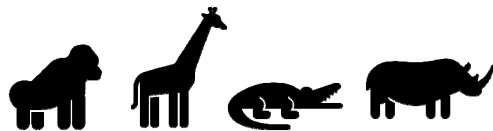


Integrated online ticket sales directly into the website with dynamic pricing improving the user experience.



The top 3 pages on the website
Tickets, Animals, and Plan Your Visit

SUPPORTING CONSERVATION SCIENCE INITIATIVES



Reproductive Physiology with white rhinos – Dr. Gaby Mastromonaco

The Toronto Zoo
Published by Sprout Social · March 25, 2022

We were proud to support and contribute to the [#JaneGoodallAct](#) alongside other AZA accredited facilities in Canada as it represents a critical step forward in protecting wild animals.

Bill S-241, also known as the Jane Goodall Act, was reintroduced this week by Senator Marty Klyne. Initially introduced in 2020, this bill will protect wild animals in captivity. With his and Dr. Jane Goodall's blessing, and contributions from this coalition, the bill contains new legal protections for captive big cats, bears, wolves, seals, sea lions, walrus, certain monkeys, and dangerous reptiles, such as crocodiles and giant pythons.

Your Toronto Zoo, alongside the Calgary Zoo, Granby Zoo, Assiniboine Park Zoo and the Montreal Biodome have supported and contributed expert advice on these new protections for big cats and hundreds of other species. These five supporting organizations are members of the Association of Zoos and Aquariums (AZA), the accrediting body with the highest standards in their field in the Americas.

"Our zoos have a long history of supporting wildlife conservation in Canada and around the globe. Our commitment to animal welfare, conservation, science and education programs is vital to the survival of many species," said Dolf DeJong, CEO of the Toronto Zoo. "The Toronto Zoo is proud to support the Jane Goodall Act as it represents a critical step forward in protecting wild animals."

Read more about Bill S-241 at <https://www.torontozoo.com/mediaroom/press2022/20220322> and you can read Senator Marty Klyne's speech at https://sencanada.ca/.../441/debates/028db_2022-03-24-e...

800 species to be protected under the Jane Goodall Act

Jane Goodall Act



NEW Orangutan Habitat – Choice and Control

The Toronto Zoo
September 18

It's [#ScienceLiteracyWeek](#) and we're celebrating with the theme of [Energy](#) 🔋💡

At your Toronto Zoo, energy can mean different things to the different people that work here, as well as the animals under our care - from the type of energy to the way we get energy, the way we use it and even the way we save energy for our well-being.

Hear from the many people who support your Zoo and are making a difference each and every day [#SciLit](#) [#ConservationScience](#)



Science Literacy Week

The Toronto Zoo
Published by Sprout Social · October 15, 2020

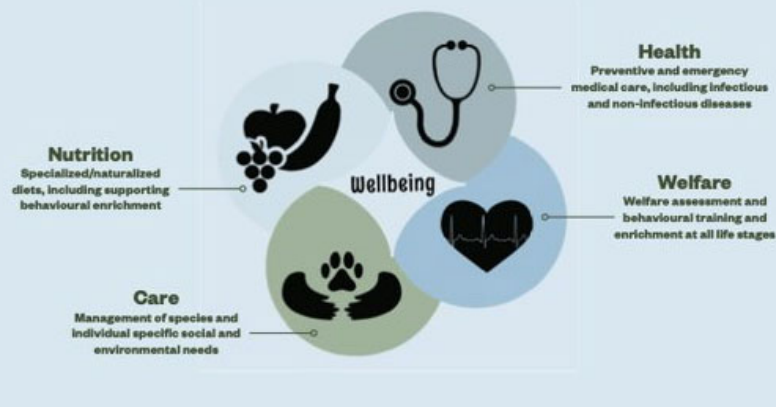
Amani is now five months old! 🐘

To celebrate we were happy to welcome back [The Woman Who Loves Giraffes](#) Anne Dagg to visit her little namesake, Amani Innis Dagg. Anne is an incredible ambassador for female scientists, giraffe conservationists, Canadian zoologists and we're happy to have her work with our team at the Zoo. [#BabyInnisDagg](#)



Anne Innis Dagg

CONSERVATION SCIENCE ADVERTORIAL



A Holistic Plan For Animal Wellbeing: What We Learn Today Can Support Species Recovery Tomorrow

In this post-COVID period, we're seeing evidence of the impact of a significant global event on human health and wellness.

Dr. Daniela Marmorestein

The devastating physiological effects of an infectious disease that emerged in what appeared to be one of the blue has transmitted to potentially longer-lasting psychological challenges as well. Place, economic, and societal stressors increase. As humans find ways to cope with the "new normal", there's been a conscious trend towards balanced lifestyles and overall self-care.

In a similar theme, wild animal and plant species have been facing dramatic pressures for many decades. With Highly Pathogenic Avian Influenza (HPAI) looming on the horizon as the seasonally driven infectious cases in commercial and wild birds begin appearing, we're reminded of the delicate balance between living organisms and their environments. World Wildlife Fund's Living Planet Report 2022 identifies a "global double emergency" as inseparable biodiversity and climate crisis. In simple terms, as humans continue to alter the natural landscape, living things continue to respond to the ever-changing environments – not always with positive outcomes. The recent WWF report highlights a dramatic decline of almost 70 per cent of monitored wildlife populations around the world within the past 50 years. We should take note that it isn't just wild animals and plants that are facing continuous threats; humans are subjected to a similar onslaught as our urbanized and planned world is having an impact on our own wellbeing.

As humans struggle to define and find their own happiness and wellness in today's

world, wildlife biologists and veterinarians are working to understand the impact of anthropogenic pressures on wildlife. In this respect, zoo-based animals present an important opportunity to gather information that isn't always easily accessible in the wild. Zoo professionals have access to a wealth of knowledge at the individual and species level, and from newborn to senile, about their challenging reproductive years. This information has proven to be valuable in supporting wildlife monitoring and recovery plans.

In recent decades, one of the critical factors being recognized in wildlife as well-being continues to grow, particularly the interconnectedness of physical and psychological health. Toronto Zoo's Wildlife Policy team is embarking on a holistic approach to animal wellbeing that takes into account the health and wellness of our animals throughout the different stages of their complex lives. Under the four pillars of Wildlife Health, Nutrition, Welfare, and Care, our teams work together to build an interdisciplinary platform for assessing, mitigating, and enhancing animal lives at our zoo. Plans for preventive health, naturalized nutrition, behavioural enrichment and training, and specialized care ensure that the diverse species and individuals will get the necessary support to live long, enriching lives.

As a Canadian zoo, there's an acute awareness that northern species, such as polar bears, may face more serious threats

“In simple terms, as humans continue to alter the natural landscape, living things continue to respond to the ever-changing environments – not always with positive outcomes.”

In the coming decades than other regions of the globe as their environment responds more dramatically to the climate crisis. Emerging infectious diseases are always a significant concern but with the predicted increase in ambient temperatures, this is layered with the additional stressors of habitat alterations, nutritional resource depletion, and more. Zoo professionals can play an important role in supporting these animals while learning about their innate biology and ability to cope with the environmental challenges that they face.”



Toronto Zoo Experts Share Insights on the Four Pillars of Animal Wellbeing

Q&A WITH

Dr. Nic Masters

Director of Wildlife Health, Toronto Zoo

What do we mean by "health", regardless of the species of animal?

As veterinarians we think of "health" as an absence of illness or injury or any disease process. Traditionally, it has strong physical connotations, although we're thinking about the mental state of animals too, where we assess their health. We really need to approach wellbeing in a holistic manner – as we do for people – because wellness status are an amalgamation of multiple components. Our goal is to optimize the health of the animals in our care in terms of physical and mental, and continue to learn new and improved ways of so doing.

Do we see health issues in polar bears in zoos and in the wild?
Yes, we do. It would be nice to think that we were able to prevent

all illness in the animals under our care, but this is not realistic – animals get sick just like people do. The more we optimize the conditions under which they have evolved to thrive in, the wild the better. Our efforts to understand and promote optimal health of polar bears in zoos can help us better understand, and mitigate, the risks to their health in the wild. “



Q&A WITH

Maria Franke

Manager of Reproductive Health, Toronto Zoo

Can you tell us about animal welfare and why it's important?

How this always been prevalent in managed settings?

Historically at the Toronto Zoo, animal welfare has always been top priority. We now have a more standardized program to give more formal welfare assessments, ensuring we have a science-based approach to the wellbeing of our animals. Instead of saying, "I think that animal is doing well," let's do some research, and assessments and we can be certain animals are doing well in specific areas, and not as well in others. Overall, the wellbeing program is about allowing our animals to thrive and allows the zoological community to evolve and improve best practices.

The overall welfare of an animal is not a continuum of good to poor and it's always moving, affected by various internal and external factors. Our policies are a good example because they have more stressors during the

breeding season which is normal and natural. We see breeding behaviours, anticipate behaviours, and make management plans because they can't be with the females – but knowing this empowers us to act as needed for the welfare and wellbeing of the animals.

Zoos are conservation, education, and research organizations. It's all about assessing the welfare and wellbeing of our animals based on the five domains: good nutrition, good environment, good healthcare, allowing the animals to have species-specific behaviours, and the mental domain are key. Toronto Zoo started a formal monitoring and assessment plan to have benchmarks for individuals and species as a whole, initiating an individual-based research study to understand behaviours in one animal in the hopes of developing specialized enrichment plans. “

Q&A WITH

Sarra Gourlie

Manager of Nutrition Science, Toronto Zoo

What do polar bears do and how their diet change throughout the year?

The Toronto Zoo provides polar bears with a seasonal diet to mimic the diets and flows of their wild diet. Polar bears are omnivores, eating fish, fat, and the mammalian content of their diet changes seasonally, in line with the formation and retention of fat.

beams are allowed to gain body weight during certain times of the year, which is then decreased to mimic the seasonal flux. Polar bears in the wild gorge on their portions of seals during the sea ice formation, but they experience decreased caloric intake when the sea ice retreats. The Toronto Zoo provides the bears with fish, meat diet, kibble with high fat content, alternative fat sources, and fruits and vegetables as enrichment.

Why is it important to mimic the natural diets and flows of their diet in the wild?

It's essential to mimic the natural diet of polar bears in the wild as it impacts their overall health and reproductive success. By studying bears on a seasonal program, institutions can gain a deeper understanding of their physiology, particularly the hormones that regulate fast and fasting periods. Research has also shown that voluntary blood draws, which helps to monitor the bears' health and identify potential health problems. Polar bears require body fat for survival, particularly females who need a minimum of 20 per cent body fat to reproduce successfully. If the bears don't have enough body fat, they could starve, and females may not be able to maintain the pregnancy. The formation and retention of fat is becoming shorter, which means polar bears in the wild have less time to accumulate the body fat they need to survive and reproduce. By providing polar bears with a seasonal diet, institutions can monitor their caloric intake, understand their physiology, and ensure their overall health and reproductive success. “

Q&A WITH

Lindsay Paats

Wildlife Care, Toronto Zoo

What are some of the challenges that come with working with such seasonal animals in a managed care setting?

Polar bears, because they live in a harsh environment, take a lot of their care from nature. In the wild, they gorge feed on seals when their seals are – when there isn't sea ice, they spend their time eating whatever they can. These feast or famine cycles lead to drastic ups and downs in weight that are normal. This is particularly evident in polar bear cubs who can undergo eight months of fasting while also feeding their young. That's how they're built, but this flexibility is dependent on a fatty diet.

In addition to the effects of the breeding season, when the challenges of having intact male and female polar bears in the same vicinity become evident, our climate at the Toronto Zoo is very different to what would be in the wild. For example, when it's warm getting the may appear hungrier, so we alter their feeding plan to increase their weight faster. Thanks to the welfare team, we've become experienced at observing the bears to best manage their needs.

Disease is also a major challenge – as the climate warms,

diseases are becoming more prevalent in the wild – something we're monitoring at the Toronto Zoo to best care for our endangered animals, especially the Tundra species like polar bears. This was seen by researchers in Churchill, Manitoba – noting the wild polar bears exhibited an abundance of disease or peritonitis were in the species. There's no doubt this is related to climate change. “

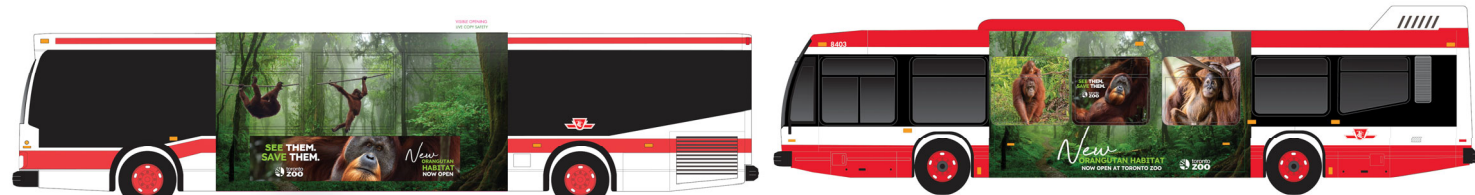


ADVERTISING CAMPAIGN AND PARTNERS

Print media partner of
the Toronto Zoo



ADVERTISING CAMPAIGN AND PARTNERS OUT OF HOME (OOH)



CITYSCAPE
DISPLAYS



brandedcities

Advertising Campaign



SEE THEM. SAVE THEM.

New Orangutan Habitat
NOW OPEN



WHAT CAN YOU DO TO
SUPPORT OUR ZOO'S
STORYTELLING &
COMMUNICATION GOALS?

- Follow us (if you aren't already!) **@thetorontozoo**



- SHARE our posts with your networks!



THANK
YOU!

