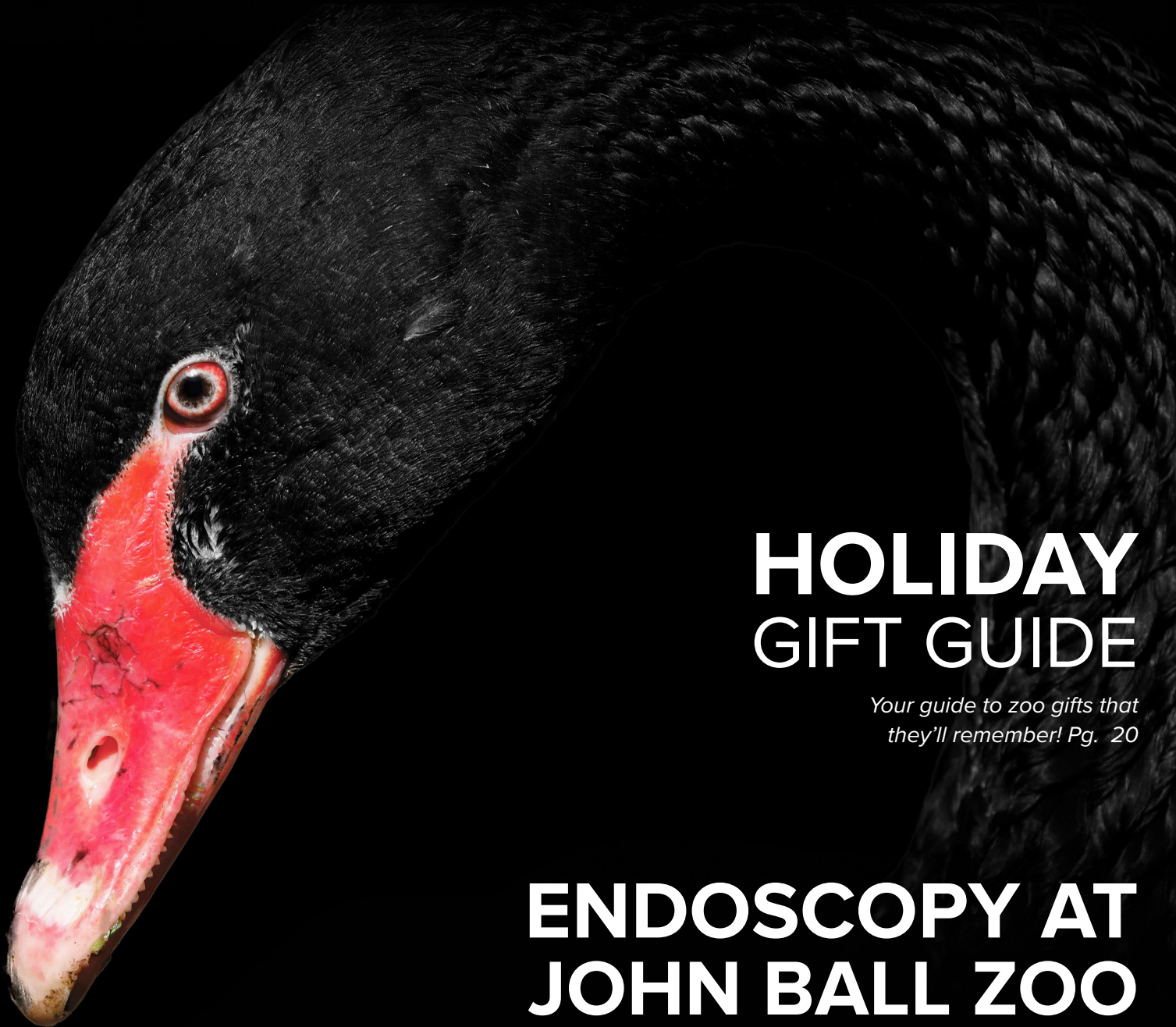


JOHN BALL ZOO

Zoo News



HOLIDAY GIFT GUIDE

*Your guide to zoo gifts that
they'll remember! Pg. 20*

ENDOSCOPY AT JOHN BALL ZOO

*Dr. Ryan shares the exciting new tool changing
veterinary care at John Ball Zoo. Pg. 14*

OUR VISION

We envision a future of being a world-class zoo, a premier educational facility, a renowned conservation center, and a wildly successful national visitor attraction.

OUR MISSION

We inspire our community to be actively engaged in the conservation of wildlife and our natural environment.

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VISION IS EVERYTHING

CREATING TOMORROW'S FUTURE

Jonathan Swift once said, "Vision is the art of seeing what is invisible to others." At John Ball Zoo we concur, and believe vision is everything. Vision ignites the human spirit, generating hope and inspiration that can fill a person with passion, gives a project purpose, and turns a Zoo into a cause. Vision is about changing today's reality to create tomorrow's future.

We believe vision must come from within. Vision is more than focus groups, surveys, and outside consultants. It's about searching, studying, listening, and understanding. Vision is where we are committed to going in the long run. It requires thinking until it hurts, so you can see what others can't see and do what others can't do. It is the light that removes the darkness, the answer inside every problem, the ability to imagine a better way and a brighter day.

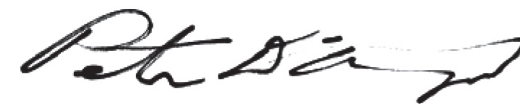
Vision casting leads to creative solutions, reframing impossible problems into possible opportunities, into real solutions that create value for not only wildlife, but community. A community where all are accepted, a community where all are loved, whether human, animal, or plant.

At John Ball Zoo, we have a vision of creating a better future. A future where animals are not on the brink of extinction. A future where we don't need to worry about climate change and trash destroying the oceans. A future where all living things can exist together. Our vision is to be celebrated by our community for the experiences we offer, and the conservation work we do.

We hope you find the individuals and their stories as inspiring and enlightening as we do. It takes courage to conceptualize a bold vision and bring it to life. We are deeply grateful for those who, by chasing their hopes and dreams, inspire us to chase ours, and by fighting fearlessly for what they believe in, encourage us to do the same.

Vision is everything.

Carpe Diem,



Peter D'Arienzo,
Chief Executive Officer



Peter D'Arienzo,
Chief Executive Officer

The Laug Group at Morgan Stanley Is Proud to Support John Ball Zoo

5122 Cascade Road SE
Grand Rapids, MI 49546
616-771-6021
lauggroup@morganstanley.com

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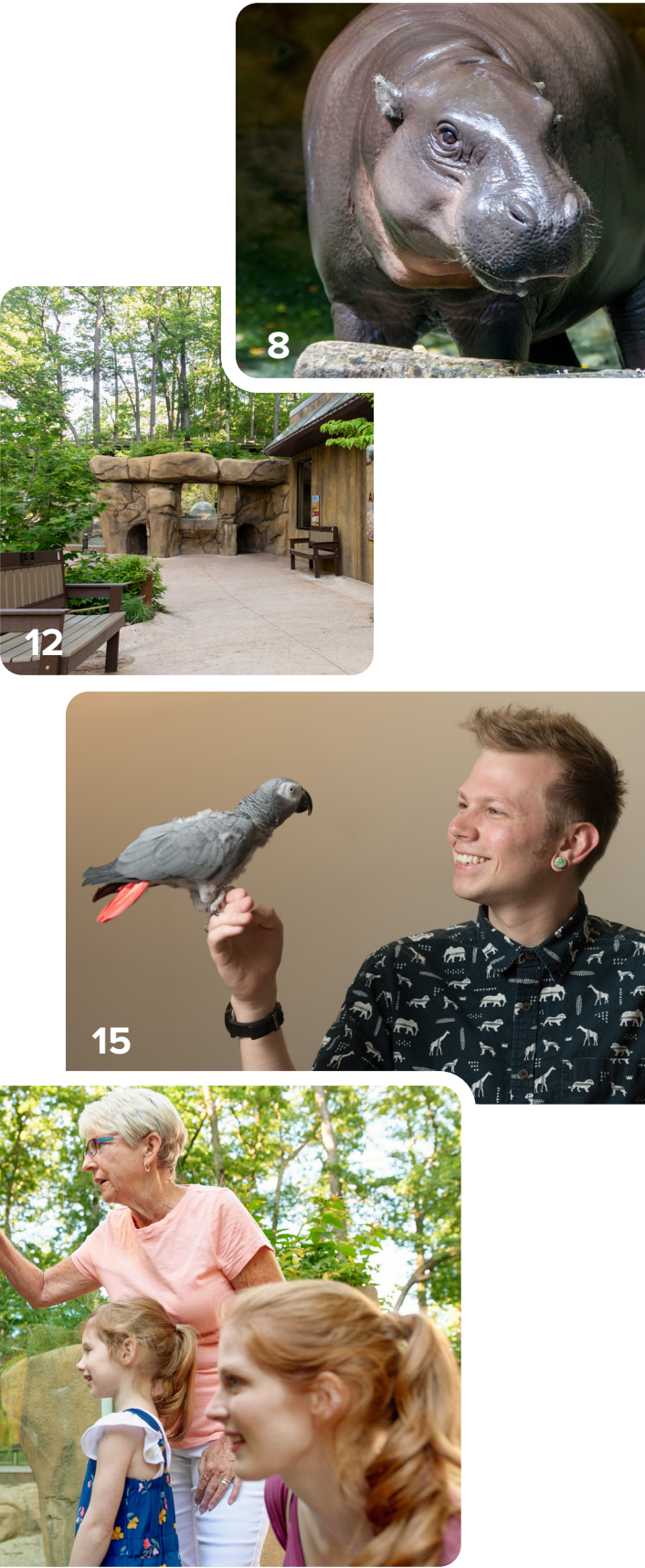
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THE REAL BLACK SWAN

| by Daniel Hemmann, MS, *Area Curator*

When Googling “Black Swan” most of the search results are about the thriller movie. However, when John Ball Zoo talks about black swans, it is all about two new, beautiful black swans that will be making their new home at the Zoo.

We received a pair of black swans from Grand Swan Farm in LaPorte, Indiana. Our male and female are unrelated but were both hatched in April of this year. When they arrived at the Zoo they still had most of their juvenile brownish feathers that are starting to turn black as their adult feathers come in. These new Zoo friends will make their home in the new habitat set to open in spring of 2023.

Their new habitat, located at the front of the Zoo, is currently under construction. This habitat will have a large pool for swimming that has a filtration system to keep the water clean for these beautiful birds. When it gets cold, there is an indoor building with its own pool attached to the habitat where the swans will spend their winter. If temperatures aren't too cold, the swans will have access outside all winter long.

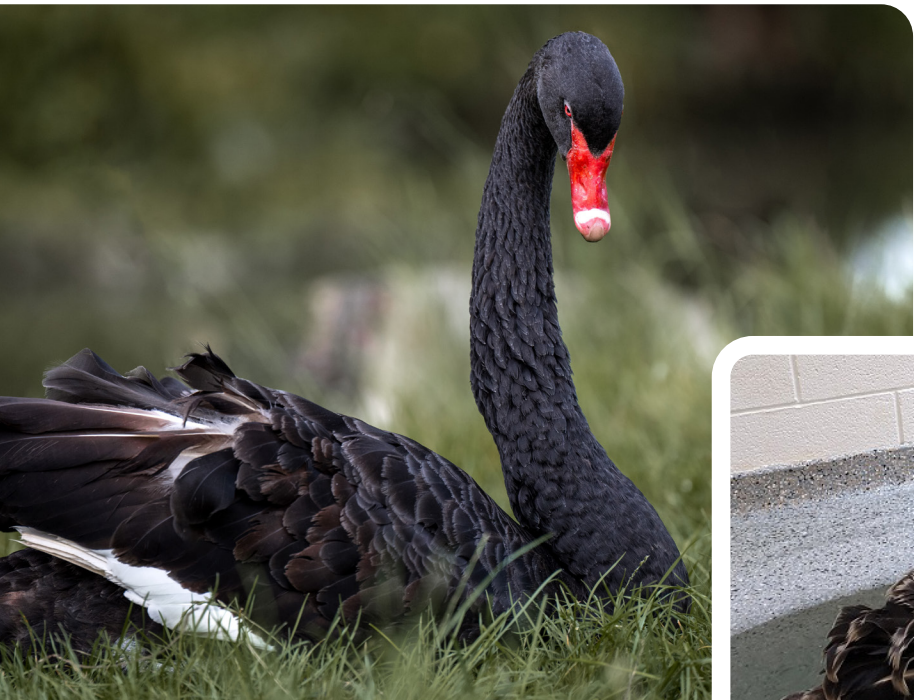
The two black swans will be available for guests to see in spring 2023.

BLACK SWAN FUN FACTS

- Like other swans, the black swan is largely monogamous, pairing for life, with a 6% divorce rate.
- Black swans were introduced in the 1800s to various countries as ornamental birds, but some escaped and formed stable wild populations.
- When swimming, black swans hold their necks arched or erect and often carry their feathers or wings raised in an aggressive display.
- Their diet consists mostly of aquatic plants and insects.



Daniel Hemmann, MS,
Area Curator



Above Image: Black Swan in its native habitat
Right Image: Behind the scenes view of the Black Swans at John Ball Zoo
Far Right Image: Black Swans will be on habitat at John Ball Zoo in the Spring of 2023



NEW ARRIVALS

John Ball Zoo welcomes new Pygmy Hippo and Sitatunga | by Bailee Gunderson, Digital Engagement Coordinator

Set to open in spring of 2023, the new Pygmy Hippo Habitat is significant for several reasons. Not only will this project meet high standards for sustainability by achieving the Living Building Challenge, but it will also house multiple species within the same space, mimicking biodiversity that occurs naturally within an animal’s environment. In this habitat, guests will find sitatunga, pygmy hippos, and white storks.

We are excited to introduce what will soon be two of the habitat’s residents, Chopper and Pecan! Chopper, who is a 6-year-old male and Pecan, a 5-year-old female, recently arrived at John Ball Zoo and are currently housed in the Quarantine area of our hospital, as is custom with any new animals joining the Zoo. Introductions between the two have gone smoothly and we’re excited to get them in their new, world-class habitat!

Sitatunga are swamp-dwelling antelope native to Central Africa. They are listed as a species of Least Concern by the IUCN Red List, as populations are at risk due to habitat loss and over-hunting.

Chopper and Pecan’s habitat is being funded by the Time to Soar Campaign, an 18-million-dollar investment in Zoo infrastructure and guest experience that is almost complete!



If you are interested in supporting this project, please visit jbzoo.org/ways-to-support

Want to stay up-to-date on new arrivals and happenings at the Zoo? Follow us on social media!

Bailee Gunderson, Digital Engagement Coordinator



@Johnballzoogr



@johnball_zoo



Top Image: Chopper, new Sitatunga on site at John Ball Zoo
Above Image: Pecan, new Sitatunga on site at John Ball Zoo
Bottom Image: Pygmy Hippos will be on view in the spring of 2023



DAILY ANIMAL PROGRAM SPOTLIGHT: Xavier & Joanna

| by Hannah Price, Zookeeper

Many of John Ball Zoo’s animals participate in training programs designed to stimulate their minds and bodies and assist with their daily husbandry needs.

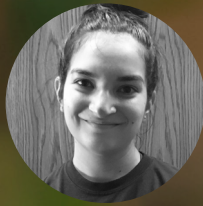
This year, Ambassador Animal Coordinator Kara Loney and Zookeeper Hannah Price, have been working with our two six-banded armadillos, Xavier, and Joanna. The armadillos were working on “crate” and “target” behaviors to prepare them to be a part of the Daily Animal Programs this past summer. The crate behavior helps our armadillos keep calm while being transported. “Targeting” is a skill in which armadillos learn to touch their nose to a specific “target” to receive a reward. It helps direct the animals where we need them to go and is an important tool to help them learn other behaviors.

When Kara and Hannah first started working with Joanna, they were slightly skeptical about how it was going to go, as the armadillo was easily distracted and hesitant about going into her crate. After a lot of persistence, Joanna now crates very reliably, even if she prefers to do it on her own schedule.

After working with Joanna, training with Xavier began. Joanna and Xavier have different personalities and train very differently. Xavier is very focused and highly motivated to receive his treat for participating. Xavier quickly picked up target and crate training. Now that both armadillos are crate trained, keepers are easily able to take them out for programs, bring them to the animal hospital for routine exams, and get them out to new spaces to exercise.

Zoo guests may have seen Joanna or Xavier enjoying some sunshine and showing off their skills this past summer on the Central Plaza Stage. These animals have performed so well with their training that Hannah Price has been working to develop two new skills for the armadillos to learn.

Xavier is now learning how to stand at a specific location with his feet up. This will allow keepers and veterinary staff to get a good look at his feet and underside without having to pick up a squirming armadillo. Their training program has provided both animals a source of mental stimulation and a way to work off their bundles of energy.



Hannah Price, Zookeeper



TIME TO SOAR

The Journey

| by Brenda Stringer, Campaign Director

The Zoo's largest capital campaign, Time to Soar, began in 2018 led by co-chairs Matt Becker and Kyle Irwin. A large group of campaign volunteers was gathered to help us reach the highest fundraising goal the Zoo had ever attempted - \$18,500,000. Everyone involved was excited, confident, and anxious. Could it be done?

The campaign projects focused on the 1950's infrastructure and exhibits at the front of the Zoo. The first gifts began late 2018. The Donor Tour was the most productive tool for the campaign. Many prospective donors knew little about the complexity of Zoo operations and their impact not just in our community but around the world. Most didn't know the Zoo has a fully equipped Animal Hospital or that it is manned with two veterinarians, two vet techs, and a zookeeper. They didn't realize the work the animal staff did to train the animals for medical purposes. Watching the keepers train an animal to participate in its own care astounded them. They didn't realize the multitude or reach of the Zoo's education programs.

Once they toured, they donated. John Ball Zoo is very proud that nearly 50% of the donations for the campaign came from new donors. One of the goals of the campaign was

to broaden the Zoo's donor base. The loyal, longtime supporters had always been there, but to succeed in the future, the Zoo needed to expand that group of loyal donors.

In 2020, the pandemic arrived and slowed the campaign down. The Zoo was shuttered, and everyone stayed home. When the Zoo could reopen and safely gather, the campaign started up again. Since October 2019, the Time to Soar campaign has created the Universal Playground in the park, new front entry walkway, universal design comfort station, and Meerkat Habitat. The Meerkat Habitat has become the only zoo habitat in the world to receive SITES Gold certification. The Zoo was also able to complete new stormwater utilities, keeping 900 million gallons of stormwater from reaching the Grand River Watershed.

In 2020, the campaign began construction of the last projects - the Pygmy Hippo Habitat and the Black Swan Habitat. The hippo habitat is under construction and promises to be the best pygmy hippo experience in the world for Zoo guests and the animals alike.

This exhibit is scheduled to open next spring. Costs have gone up due to supply chain issues and inflation. The good news is the campaign is

only \$800,000 away from its philanthropic goal. John Ball Zoo thanks all its dedicated campaign volunteers for the hard work they have done to contribute to this important campaign. Now, every single gift counts so much in reaching the finish line. As members and supporters, we know you want the Zoo to be successful. We hope you will consider making a meaningful gift because you understand and appreciate what the Zoo means to your family and your community.

It's an exciting time for John Ball Zoo as it grows, stretches its wings, and soars into the future.



Brenda Stringer,
Campaign Director

Right Image: New front entry with accessible path into the Zoo





WHAT DOES IT MEAN TO BE GREEN?

| by Allmon Forrester, *Director of Facilities, Planning & Sustainability*

When the LEED rating system for green-building certification debuted in the mid-90s, skeptics said building this sustainably could not be done. By 2009, Grand Rapids had more LEED buildings per capita than any other city in the United States. Today, building to code in West Michigan meets the requirements of LEED, and John Ball Zoo goes above and beyond these requirements.

In 2021, our meerkat habit was the first zoo exhibit in the world to receive SITES certification from the Green Business Certification Inc, and this exhibit will soon receive the Living Architecture Performance certification from the Green Infrastructure Foundation – another zoo first.

John Ball Zoo has also embarked on the most rigorous green building goal with its front entry work and the Pygmy Hippo habitat: Living Building Challenge (LBC). LBC is administered by the International Future Living Institute. Whereas LEED set out to do less damage in the built environment, LBC’s goal is to restore the damage done. Overall, the percentage of natural resources used for the built environment is high each year and growing. The LBC Petal Certification program requires reduction of energy and water use, as well as the elimination of materials that are harmful to the environment. It also requires zero carbon emissions and protection of health, safety, and welfare of all living beings.

Just as in the mid-90s when people said LEED could not be done, there are those that question LBC’s rigorous standards. Unlike LEED certification, compliance is based on actual performance, not modeled or anticipated outcomes. We must show for 12 consecutive months that our Living Building operates as designed. Upon our certification, we will be the first successful commercial LBC project in Michigan. Others in our community have followed our lead and are exploring LBC for their projects.



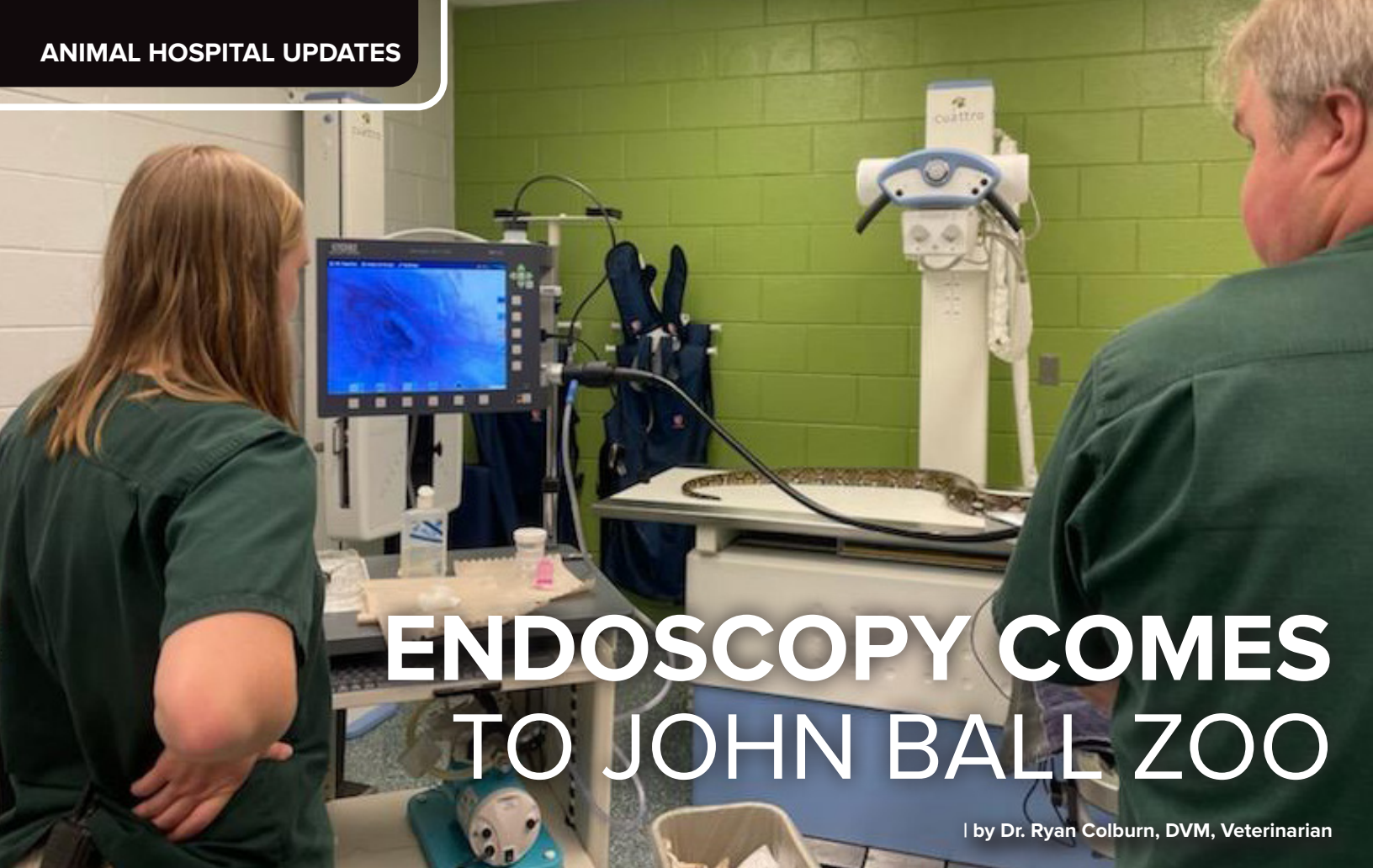
Allmon Forrester, *Director of Facilities, Planning & Sustainability*



Top Image: Meerkat Habitat, first SITES Certified habitat in the world
Above Image: New Pygmy Hippo Pavilion set to open Spring of 2023

LBC Petal Certification:

- Requires the reduction of energy by 70% to baseline
- Reduction of water use by 50%
- Elimination of materials that are harmful known as the “Red List”
- 90%+ diversion of waste from demolition and construction from landfill
- Zero carbon emissions
- Place people first to protect health, safety, and welfare of all beings



At the end of 2021, we reached out to our wonderful supporters and donors to help us with a very exciting project at the Zoo's animal hospital: bringing endoscopic equipment to the Zoo for the first time. Thanks to the amazing generosity and support of so many of you, we were able to make this project a reality.

In mid-spring, myself and the animal health team received the very exciting delivery and soon after, were being trained in the use of the new equipment. Endoscopy is a set of medical instruments that rely on long tubular cameras to explore inside a patient without the need for large surgical incisions. Flexible endoscopes may be used to explore the inside of the esophagus or stomach or may be used to perform a colonoscopy. A smaller scope called a bronchoscope can be used to explore the inside of a patient's airways, and even smaller, non-flexible scopes can be used to perform non-invasive surgical procedures.

"THE GENEROSITY AND SUPPORT OF OUR DONORS AND MEMBERS IS WHAT ALLOWS THE ZOO TO PROVIDE THE BEST CARE POSSIBLE TO EVERY ANIMAL THAT CALLS JOHN BALL ZOO HOME."

Prior to 2022, any animal at the Zoo needing this type of procedure would need to be taken to another facility to receive that care, but now, myself and Dr. Alex McFarland can perform these procedures as soon as they are needed at John Ball Zoo. Not only can they occur in the Zoo's animal hospital, but the equipment is portable, allowing these procedures to be performed on animals anesthetized in their own buildings, like big cats or chimpanzees.

In fact, one of our chimpanzees, Sanga, is a primary reason the Zoo was so interested in acquiring this technology. For several years, the team has managed Sanga's ulcerative colitis. Like human patients with this same disease, routine colonoscopies are an important part of tracking the progress of the illness and the success of treatment. Now, thanks to the support of wonderful friends and donors, the veterinary team at John Ball Zoo can not only improve the care we provide Sanga, but so many other patients.

Peggy, the Zoo's oldest chimpanzee, already benefited from the technology when the team was able to diagnose her with gastric reflux using the new equipment. When Super, one of the Zoo's reticulated pythons needed stomach biopsies to rule out a parasitic infection, this exciting new tool allowed the team to get those samples without a single surgical incision.

Medical technology is always changing and evolving, and with each new development, John Ball Zoo can provide the highest quality care to wildlife. The generosity and support of our donors and members is what allows the Zoo to provide the best care possible to every animal that calls John Ball Zoo home.



Dr. Ryan Colburn, DVM,
Veterinarian

WELCOME DR. ALEX MCFARLAND

It has been an exciting year at John Ball Zoo for many reasons, but one of those has been a new face in the Animal Health Department. Our dedicated animal health team is excited to welcome Dr. Alex McFarland as the Zoo's first Associate Veterinarian. He will work alongside Dr. Ryan Colburn and the rest of the veterinary team to provide the best possible medical care for all our wildlife here at the Zoo.

Dr. McFarland received his bachelor's degree in zoology and primatology from Miami University Ohio and his Doctorate of Veterinary Medicine (DVM) from Colorado State University. He trained at several zoos including the Bronx Zoo, Denver Zoo, San Diego Zoo Safari Park, and the Smithsonian's National Zoo. He completed veterinary internships in small animal medicine at Gulf Coast Veterinary Specialists and in zoological and aquatic medicine at the Minnesota Zoo. He has completed research projects on several topics (including okapi sedation and anesthesia) and loves to chat about them.

When he is not at the Zoo, Dr. McFarland enjoys getting outside to camp and hike with his huskies, Korra and Finn. He enjoys a good board game night, french fries, and recently discovered a love for plants, like cacti and succulents. Dr. McFarland is passionate about advocacy and has been to the White House and Capitol Hill to help advocate for foster care reform, in addition to helping write several pieces of federal legislation. Dr. McFarland's adventures in the zoo field began as an environmental educator at the Cincinnati Zoo & Botanical Garden and we are so glad his journey has brought him here to be a part of the John Ball Zoo team.



JUMP

25 Years of Impacting Families & Going Strong

| by Amber Krieg, Director of Major Gifts



Amber Krieg,
Director of Major Gifts

“INSPIRE THE NEXT GENERATION
TO SAVE WILDLIFE AND WILD
PLACES TOGETHER.”

In 1997, Ruth Jones, then a Zoo Society board member and principal of Henry Paideia Academy in Grand Rapids Public Schools, imagined a program that would make the Zoo more accessible to every family, regardless of income. Children might come to the Zoo as part of a school field trip, but Ruth wanted to make it possible for every household to experience the Zoo together, as a family.

Ruth’s vision became a reality when the JUMP program was piloted later that year. For more than 25 years, JUMP has continued to provide a free day at the Zoo for families.

We believe in a community where everyone has access to the wonder of experiencing wildlife and wild spaces, but challenges to accessing the outdoor, nature-based, wildlife education at John Ball Zoo exist in our community. Our JUMP program helps break down those barriers by providing free

admission for qualified individuals. During our 2022 season, we have welcomed more than 75,000 guests to the Zoo through the JUMP program! We aim to continue expanding access to the Zoo.

The benefits of engaging in the outdoors are significant. The Children & Nature Network notes that spending time in nature enhances educational outcomes by improving childhood academic performance, attention and focus, behavior, and love of learning. Time outdoors during childhood promotes environmental stewardship behaviors in adulthood. In addition, children and families who spend time in nature are positive contributors to the cycle of caring for wildlife and wild places – our focus at John Ball Zoo!

While John Ball Zoo is committed to continuing the JUMP program, the expense incurred impacts other Zoo projects, including habitat

renovations, expansions, and educational experiences — which is why we need your help.

With your contribution, families of all income levels can experience outdoor education and the Zoo’s mission of saving wildlife and wild places. A gift to support JUMP today directly affects our ability to serve more families, school groups, and guests that walk through our front gates.

You can help John Ball Zoo provide a world-class education to children and families in our community by making a gift online at jbzoo.org/donate.

With your support we can inspire the next generation to save wildlife and wild places together.



- FLEXIBLE SCHEDULING
- FREE MEMBERSHIP
- SCHOLARSHIP OPPORTUNITIES
- BEHIND-THE-SCENES TOURS
- SEASONAL AND FULL-TIME POSITIONS

WORK
WILD
IN 2023

JUMP is made possible by the generosity of donors.
If you are interested in supporting JUMP please visit jbzoo.org/ways-to-support
or call 616.336.4313.

ANNUAL APPEAL 2022

“ALWAYS GOOD TO VISIT THE ZOO! YOU NEVER KNOW WHAT YOU’RE GOING TO BE ABLE TO SEE AND VISIT EACH TIME.”

- HUNTER MACHIN, VISITOR



Greetings,

John Ball Zoo is a conservation-based nonprofit organization. We pride ourselves on being more than a local attraction. This means that we spend our resources engaging our community to share in our mission and vision of conserving wildlife and wild places.

As of today, only 4% of the world’s animals live in the wild and only 3% of the world’s land remains ecologically intact. We have work to do. In 2022 alone John Ball Zoo has spent \$370,000 on conservation projects locally and around the world, doing what we do best, protecting animals and the wild habitats they call home. As you can imagine, this work takes immense resources and that’s why we need your help today.

When you donate to our annual fundraising campaign you help us not only keep our doors open to the roughly 500,000 visitors to the Zoo each year, but you also help save animal species right here in Michigan. The Poweshiek Skipperling program is just one great example of our conservation impact. Through regional partnerships, we are raising and releasing this species right here in Michigan, in the only wild lands left where they currently exist.

With a gift of just \$50, you will provide a week of fresh produce for one of our animals. When you donate \$500, you will fund conservation projects just like the Poweshiek Skipperling program. At \$1,000, your impact will ensure the continued innovative veterinary care of our over 2,400 animals. Every dollar makes a difference, and we are calling on you this season to generously support John Ball Zoo.

Thank you for considering being a part of our John Ball Zoo family. We truly cannot continue protecting wildlife and wild places here in West Michigan or around the world without your support.

With gratitude,

Kelli Smith, CFRE
Chief Development &
Engagement Officer
John Ball Zoo

Maranda
WOOD TV 8, Media Personality
John Ball Zoo Board Member



DOUBLE YOUR SUPPORT

NOW THROUGH DECEMBER 31

By donating today your impact will be multiplied thanks to a matching grant from the Michigan Arts & Culture Council.

Improving the lives of our howler monkey troop is a step toward innovation at John Ball Zoo. We are replacing our aging howler monkey habitat with a new, multi-species habitat that will provide this troop and other species with their most wild home ever.

Our new howler monkey habitat will provide permanent, comfortable, and year-round housing for not only howler monkeys, but also white-faced sakis, Hoffman’s two-toed sloths, six-banded armadillos, red-footed tortoises, and yellow-footed tortoises.

MAKE YOUR IMPACT TODAY

Online donations are one of the easiest and most secure ways to impact John Ball Zoo.

jbzoo.org/annualappeal
Make your impact today.



Holiday Gift Guide

John Ball Zoo's
2022 guide to gifts
for everyone on your list!

GIVE THE GIFT OF WILDLIFE & WILD PLACES

Guarantee 2022 Rates for the 2023 Season

LIMITED TIME ONLY

For a limited time, get a Zoo membership for the 2023 season at 2022 prices!

Get an early start on your holiday shopping with a 10% online discount on all levels of Zoo memberships now through Friday, December 12.

John Ball Zoo members can get wild and enjoy unlimited free admission to visit the more than 2,000 animals that call the Zoo home. In addition, members receive free or reduced admission to over 150 zoos and aquariums across North America that are accredited by the Association of Zoos & Aquariums (AZA); discounts and early access for John Ball Zoo camps, classes, and birthday parties; plus exclusive members-only access to special events.

John Ball Zoo provides an exciting and enriching Zoo experience for all individuals, families, and groups seeking adventure. Each visit feeds curiosity, creates new memories, and positively impacts wildlife and wild places through conservation and education.

AS EASY AS 1, 2, 3

Get your membership in **3 easy steps**:

1. Visit jbzoo.org/membership
2. Enter code: **2022GIFT**
3. Enjoy endless fun at the zoo!

Have questions? Contact us!

616.336.4312 | member@jbzoo.org

FOR:

The Whole
Family

MEMBERSHIPS INCLUDE

A John Ball Zoo membership is active for 365 days from the date of purchase and includes:

- **Unlimited free admission** to visit more than 2,000 animals
- **Discounts and early access** for John Ball Zoo camps, classes, special events, and birthday parties
- **Exclusive members-only access** to special events
- **20% off purchases** at the Zoo gift shop, concessions, and all our experiences (including camel rides, zipline, and more!)
- **Free or reduced admission** to over 150 AZA accredited zoos and aquariums across North America



FOR:

The Thrill
Seeker

FOR:

The Thrifty
One



EXPERIENCES THAT MATTER

DO YOU HAVE PEOPLE ON YOUR LIST THAT ARE HARD TO BUY FOR?

John Ball Zoo is here to help! Choose gifts from a variety of programs and price points.

- **Help a zookeeper train a Red Panda**
- **Sneak a peek at the aquarium's Under the Sea Tour**
- **Step into the brown bear habitat (without the bears of course) to distribute their morning diet**
- **Feed the penguins**
- **Get a private tour of your favorite area of the Zoo**

John Ball Zoo closes Nov. 21 for general zoo guests, but will remain open for guided area tours as well as Behind the Scenes tours. It is a great opportunity to stay connected with the Zoo's animals as well as creating lasting family memories.

Still unsure? John Ball Zoo gift cards are always available and can be used for general admission, membership, food, souvenirs, or special events.

For more information on the perfect gift this holiday season, visit jbzoo.org or give us a call at **616.336.4302** and we would be happy to help you plan a zoo-rific gift.

GIVE IN SOMEONE'S NAME

And double your impact!



Matching gifts through your employer is an easy way to double - and sometimes triple - your donation to John Ball Zoo. Many corporations match the gifts made by their employees and retirees to qualified 501(c)3 nonprofit organizations - like John Ball Zoo. You can also give in someone's name giving them the gift of conservation this holiday season.

HOW TO DOUBLE YOUR SUPPORT IN 3 STEPS

1. **Contact your company's human resources** office to see if your gift is eligible.
2. **Obtain a matching gift form** from your company's human resources office.
3. **Send the completed form**, along with your donation, to:
John Ball Zoo
Attn: Amber Krieg
1300 W Fulton St
Grand Rapids, MI 49504

If you're making your gift online, select "Yes" when prompted "My organization/company matches my charitable contributions." We will contact you to complete the steps outlined above.

**"ABSOLUTELY ONE OF THE
BEST ZOOS I HAVE EVER
BEEN TO."** - JL VIC, VISITOR

FOR:
The Future
Planner

FOR:
The Earth
Conscious



LEAVE A LEGACY THAT WILL MAKE A DIFFERENCE

If John Ball Zoo has been an important part of you and your family's life, consider creating a legacy that will help secure the Zoo's future by including the Zoo in your estate plan. Gift planning enables you to give gifts or assets that benefit your family now and in the future, and helps sustain John Ball Zoo's promise to protect and conserve some of the most remarkable wildlife on earth while accommodating your personal, financial, and philanthropic goals.

There are many ways to support the Zoo, and some are as easy as designating John Ball Zoo as a beneficiary in your will or estate, your IRA or 401K plan, or your insurance policy. You can designate a dollar amount or percentage, specific property, or a portion, or even the remainder of your estate to John Ball Zoo.

If so, please let us know so that we can recognize these wonderful expressions of caring and support for our Zoo.

For more information on leaving your mark on John Ball Zoo for future generations please visit
JBZOO.ORG/WAYS-TO-SUPPORT.

Or contact our development team.
Amber Krieg, *Director of Major Gifts*
akrieg@jbzoo.org | 616.336.4313

GIFTS OF THE WILD GOES BAGLESS

Use a Recycled, Reusable Tote for All of Your Gifts This Season



This year, the retail department took a big step towards our goal to improve our eco-conscious sales practices. Throughout the season, we transitioned from offering disposable bags to guests to providing an affordable, environmentally friendly alternative in the form of recycled tote bags and reusable canvas bags. These new recycled and reusable bags can be purchased at checkout for a convenient way to carry your items.

By making this change, we hope to impart the Zoo's mission of conservation to the thousands of guests that pass through our store, as well as show that we are committed to protecting and preserving wildlife and wild places through our actions.

In total, the gift shop has sold over 2,500 reusable bags this year alone. We hope to expand these numbers even further as we move into 2023, so keep an eye out for our fashionable earth-friendly designs and eco-safe options next season!

WAIT THERE'S MORE

LAST MINUTE GIFTS FOR EVERYONE ON YOUR LIST

- **10% DISCOUNT** | Buy a Membership now through December 12 and get a 10% discount.
**Online only. Details on pg. 21*
- **JOHN BALL ZOO GIFT SHOP OPEN** | December 19 -22, 10am - 4pm

MEMBERSHIP AT JOHN BALL ZOO

Our members support the Zoo's mission to inspire our community to be actively engaged in the conservation of wildlife and our natural environment. We hope you visit often and take advantage of all the year-round opportunities at the Zoo through your membership.

Membership benefits include free unlimited general admission; 20% discount on John Ball Zoo retail, food, and beverage; discounts on special events, birthday parties, and education classes, and more!

Love to travel? You're in luck!

Your membership to John Ball Zoo gives you free or reduced admission to over 150 reciprocal zoos and aquariums across North America.

For more information on John Ball Zoo memberships and how you can take advantage of great deals and benefits visit [JBZOO.ORG/MEMBERSHIP](https://www.jbzoo.org/membership).

2022 RECIPROCAL ZOO & AQUARIUM LIST

CANADA | Calgary Zoo, Granby Zoo, Toronto Zoo, Assiniboine Park Zoo

MEXICO | Parque Zoologic de Leon

ALABAMA | Birmingham Zoo, Montgomery Zoo & Mann Wildlife Learning Center

ALASKA | Alaska SeaLife Center

ARIZONA | The Phoenix Zoo, Sea Life Aquarium, Reid Park Zoo

ARKANSAS | Little Rock Zoo

CALIFORNIA | Charles Paddock Zoo, Sequoia Park Zoo, Fresno Chaffee Zoo, Los Angeles, The Oakland Zoo, The Living Desert, Sacramento Zoo, Aquarium of the Bay, San Francisco Zoo, Happy Hollow Zoo, CuriOdyssey, Cabrillo Marine Aquarium, Santa Barbara Zoo

COLORADO | Pueblo Zoo

CONNECTICUT | Beardsley Zoo

DELAWARE | Brandywine Zoo

DISTRICT OF COLUMBIA | Smithsonian's National Zoo

FLORIDA | Santa Fe College Teaching Zoo, Jacksonville Zoo, Brevard Zoo, Zoo Miami, SEA Life Orlando, Central Florida Zoo, Mote Marine Aquarium, Saint Augustine Alligator Farm, Tampa's Lowry Park Zoo, The Florida Aquarium, Palm Beach Zoo

GEORGIA | Zoo Atlanta

IDAHO | Zoo Boise Tautphaus Park Zoo

ILLINOIS | Miller Park Zoo, John G. Shedd Aquarium, Lincoln Park Zoo, Scovill Zoo, Peoria Zoo, Cosley Zoo

INDIANA | Mesker Park Zoo, Fort Wayne Children's Zoo, Potawatomi Zoo

IOWA | Blank Park Zoo, National Mississippi River Museum & Aquarium

KANSAS - David Traylor Zoo of Emporia, Lee Richardson Zoo, Hutchinson Zoo, Sunset Zoo, Rolling Hills Zoo, Topeka Zoo, Sedgwick County Zoo

KENTUCKY | Louisville Zoo

LOUISIANA | Alexandria Zoo

MARYLAND | Maryland Zoo in Baltimore

MASSACHUSETTS | Capron Park Zoo, Franklin Park Zoo, Museum of Science Buttonwood Park Zoo, Stone Zoo

MICHIGAN | SEA Life Aquarium, Binder Park Zoo, Detroit Zoo, Potter Park Zoo, Saginaw Children's Zoo

MINNESOTA | Minnesota Zoo | Lake Superior Zoo, Como Park Zoo

MISSOURI | Endangered Wolf Center, Kansas City Zoo, Sea Life Aquarium, Saint Louis Zoo, Dickerson Park Zoo

MONTANA | ZooMontana, Grizzly & Wolf Center

NEBRASKA | Lincoln Children's Zoo, Henry Doorly Zoo, Riverside Discovery Center

NEW HAMPSHIRE | Squam Lakes Natural Science Center

NEW JERSEY | Cape May County Park & Zoo, Bergen County Zoo, Turtle Back Zoo

NEW MEXICO | Albuquerque BioPark, Living Desert Zoo and Gardens

NEW YORK | Buffalo Zoo, Trevor Zoo, Aquarium of Niagara, Seneca Park Zoo, Staten Island Zoo, Rosamond Gifford Zoo at Burnet Park, Utica Zoo

NORTH CAROLINA | North Carolina Zoo, Western North Carolina Nature Center, North Carolina Aquariums (at Fort Fisher, Pine Knoll, and Roanoke Island, Museum of Life & Science, Greensboro Science Center

NORTH DAKOTA | Dakota Zoo, Red River Zoo, Roosevelt Park Zoo, Chahinkapa Zoo

OHIO | Akron Zoo, Cincinnati Zoo, Cleveland Metroparks Zoo, Boonshoft Museum of Discovery, African Safari Wildlife Park, The Toledo Zoo

OKLAHOMA | Oklahoma City Zoo, Tulsa Zoo

OREGON | Oregon Zoo, Wildlife Safari

PENNSYLVANIA | Erie Zoo, ZOOAMERICA North American Wildlife Park, Elmwood Park Zoo, Philadelphia Zoo, National Aviary, Lehigh Valley Zoo

RHODE ISLAND | Roger Williams Park Zoo

SOUTH CAROLINA | Riverbanks Zoo, Greenville Zoo

SOUTH DAKOTA | Great Plains Zoo & Delbridge Museum, Bramble Park Zoo

TENNESSEE | Chattanooga Zoo at Warner Park, Zoo Knoxville, Memphis Zoo, Nashville Zoo

TEXAS | Abilene Zoo, Gladys Porter Zoo, Texas State Aquarium, Dallas Zoo, El Paso Zoo, Fort Worth Zoo, Houston Zoo, Ellen Trout Zoo, San Antonio Zoo, Caldwell Zoo, Cameron Park Zoo

UTAH | Utah's Hogle Zoo, Tracy Aviary

VIRGINIA | Virginia Zoo, Virginia Aquarium & Marine Science Center

WASHINGTON | Woodland Park Zoo, Point Defiance Zoo & Aquarium

WEST VIRGINIA | Oglebay's Good Zoo

WISCONSIN | International Crane Foundation, NEW Zoo, Henry Vilas Zoo, Milwaukee Co. Zoo Racine Zoo



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**JOHN BALL
ZOO**

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2023 OPENING DAY

FRIDAY, MARCH 24



We're making big changes at John Ball Zoo in 2023.
Check out our new website for a sneak peek!

JBZOO.ORG