

FOR IMMEDIATE RELEASE

September 2012

www.sfzoo.org



CONTACTS:

Abigail Tuller
415-753-7083 (office)
347-419-0838 (cell)
abbiet@sfzoo.org

Danny Latham
415-753-7201x7087 (office)
415-488-7581 (cell)
dannyl@sfzoo.org

San Francisco Zoo Embraces Wellness Initiative for Animals and Visitors

Appoints Terry Maple, PhD as Professor-in-Residence

SAN FRANCISCO – The San Francisco Zoo is pleased to announce the appointment of world-renowned environmental psychologist and biologist Dr. Terry Maple as the Zoo's first in-house Professor-in-Residence. As a consultant, Maple will work collaboratively with animal management staff and administrators to take the Zoo from Good to Great!

"It is perfect for the San Francisco Zoo and the health-conscious people of the Bay Area to become leaders in focusing on a wellness life-style for the Zoo's beloved animals and ourselves," said Zoo CEO and President Tanya Peterson. "With Dr. Maple's guidance, we will take much of what our expert animal staff already does and elevate it to actively portray the Zoo's commitment to superior animal care. The concept will serve as a model for all zoos."

Dr. Maple believes the commitment and foundation already exists at the San Francisco Zoo. "The animal keepers and veterinarians practice wellness for the animals on a daily basis" he stressed. "Through nutritious food and enrichment strategically placed in their exhibits, the animals search for food throughout the day. This enables them to actively use their innate skill sets and to mimic natural behaviors. Thus, they act normally which leads to interesting social, breeding and parenting behaviors."

This groundbreaking wellness philosophy will be integrated in all future exhibit design beginning with the new outdoor exhibit for the squirrel monkeys that will also include an adjacent climbing apparatus for children sponsored by Fisher-Price. The remodeled Squirrel Monkey exhibit, home to Banana Sam and 17 other primates that were rescued by the Zoo from a medical testing facility, is scheduled to open in October. Following this, new exhibit designs with a focus on wellness will be installed at the South America Tropical Rainforest, The Americas, and a Child's Play Space.

Dr. Maple received his Ph.D. in psychology from the University of California at Davis. There he became interested in how architecture in zoo animal environments affected animal behavior. Since then he has dedicated his career to blending environmental psychology and integrative biology for the well being of zoo animals.

###

About the San Francisco Zoo

Encompassing 100 acres, the historic San Francisco Zoo is Northern California's largest zoological park. The Zoo is home to exotic and rescued animals from all over the world and is located across from the Pacific Ocean. The African Savanna offers a multi-species landscape with giraffes, zebras, kudu, and ostriches. In Grizzly Gulch famed grizzly sisters Kachina and Kiona live; lemurs leap through the largest outdoor lemur habitat in the country; the nation's largest and most successful group of Magellanic penguins swim around Penguin Island; and children can feed farm animals in the popular Children's Zoo. The San Francisco Zoo is also home one of the world's only old-fashioned miniature steam trains and the historic Dentzel Carousel. The Zoo is open daily from 10:00 a.m. to 5:00 p.m. and is located at 1 Zoo Road, San Francisco (415) 753-7080. Visit www.sfzoo.org for more information.