Media Advisory - Invitation to Cover

FRESNO CHAFFEE ZOO, CALIFORNIA POISON CONTROL TEAM UP TO EDUCATE RESIDENTS AND VISITORS ABOUT RATTLESNAKE DANGERS DURING NATIONAL POISON PREVENTION WEEK

What: Rattlesnake Awareness Media Briefing

Who: Dr. Rais Vohra, Associate Medical Director, California Poison Control
     Mark Halvorsen, Curator, Fresno Chaffee Zoo

Where: Fresno Chaffee Zoo Reptile Building
       894 W. Belmont Avenue
       Fresno, CA 93728

When: Wednesday, March 21, 2018; 11 a.m.

Fresno Chaffee Zoo (www.fresnochaffeezoo.org) and California Poison Control System (http://www.calpoison.org) would like to remind all California residents to be aware of rattlesnakes that are waking up from hibernation because of the arrival warmer weather. Due to the heavy rains experienced in California last year, this spring has the potential of seeing an increase in rattlesnake activity. Female snakes are potentially giving birth to a bumper crop of babies, and California residents should be aware and cautious; even newborn rattlesnakes possess dangerous venom.

A snake bite in the wilderness is one of the most feared encounters in the great outdoors. During this briefing, zookeepers and emergency medicine experts will be teaming up to present a few simple guidelines and first aid measures that can help outdoor enthusiasts stay safe, calm, and healthy on the Central Valley’s majestic wilderness trails this spring.

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