

# MEDIA ALERT

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## Media Contact:

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## **FRESNO CHAFFEE ZOO CELEBRATES EARTH DAY WITH PARTY FOR THE PLANET AND CITY NATURE CHALLENGE**

Event held April 20th

**FRESNO (April 15, 2024)** – Fresno Chaffee Zoo will be hosting a special educational event filled with fun and meaningful activities to learn more about the Zoo’s conservation efforts. Party for the Planet is an event celebrated at AZA accredited parks around the country. There will be family friendly activities throughout the entire zoo from education stations, community organization booths, crafts, food trucks and much more. This event is free with general admission.

In addition, Fresno Chaffee Zoo and its partners invite the public to join them in gathering observations using the iNaturalist app for the City Nature Challenge between April 26<sup>th</sup>-April 29<sup>th</sup>. This is a bioblitz-style friendly competition between many cities all over the globe. All observations during this timeframe will be recorded in the iNaturalist app, designed by the California Academy of Sciences, and open sourced for scientific advancement.

Anyone in Fresno and Madera counties can join the Zoo online community and contribute by downloading the free app and making observations between April 26-29th. Email us at [CommSci@fresnochaffeezoo.org](mailto:CommSci@fresnochaffeezoo.org) for more details on joining the Zoo and the City Nature Challenge and see the flyer attached to this email. Fresno Chaffee Zoo is dedicated to fostering conservation efforts through education, advocacy, and innovative programs aimed at protecting wildlife and their habitats.

**When:** Saturday, April 20<sup>th</sup> – Party for the Planet  
Media arrival at 9:00 a.m.

## Interviews:

- Interview opportunity with Party for the Planet staff
- Interview with Zoo staff with only be available until 11:00 a.m.

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*Centrally located in Fresno, California, Fresno Chaffee Zoo is a 39-acre [Association of Zoos and Aquariums](#) (AZA) accredited zoo. It is home to over 200 different species and features WOW exhibits—from Sea Lion Cove to African Adventure—that teach guests about animals all across the globe and the conservation efforts to protect*

them. The Zoo welcomes over 800,000 guests annually, offering a world-class guest experience and conservation education to all who visit. The mission of Fresno Chaffee Zoo is to inspire people to care for animals, create connections, build community, and save wildlife.

*"Fresno Chaffee Zoo inspires people to care for animals, create connections, build community, and save wildlife."*

QR Code for iNaturalist app download for Android



QR Code for iNaturalist app download for iPhone



QR Code for a video on how to make observations on iNaturalist

