



TALKING TO CANDIDATES ABOUT THE MINNESOTA ZOO

BUILDING A PARTNERSHIP

Becoming one of the best zoos in the country and continuing our momentum requires a strong public-private partnership. A combination of Minnesota Zoo visitors and members, stronger-than-ever private contributions and ongoing state support helps us make capital improvements to refresh and maintain the Zoo while keeping operations strong.

MAKING OUR VOICES HEARD AND SEEING RESULTS

During the 2010 legislative session, the **Minnesota Zoo secured \$21 million in state funding**. As a result, construction is underway on the ambitious and exciting Heart of the Zoo project, as well as much-needed maintenance and other improvements to existing exhibits and facilities. Our operations funding also fared as well as could be expected.

The **Minnesotans for a Great Zoo** grassroots network, played an important role in securing this state support. You were actively involved in contacting elected officials, communicating the Zoo's importance in the state and asking for their continued support.

HOW YOU CAN HELP

This fall, Minnesotans will elect a new governor, and all state legislators will face elections. With more demands on state and private resources, **the Minnesota Zoo needs continued strong support from state elected officials.**

You have a great opportunity to share your passion for the Zoo. When candidates visit your home, speak at public events and otherwise seek your input and support, talk to them about the Minnesota Zoo. Here are a few key messages to share.

✓ **Remind them that the Minnesota Zoo:**

- *Serves as a statewide treasure, with record-breaking attendance and membership, and outreach to communities across the state.*
- *Generates significant tourism, has an economic impact of about \$114 million annually and improves our quality of life.*
- *Offers unmatched education opportunities such as the Zoomobile, WolfQuest and Zoo Safari, and provides lifelong learning to all Minnesotans.*
- *Leads important conservation initiatives to protect our world, including Minnesota wildlife such as trumpeter swans and moose.*

✓ **Tell them why you support the Minnesota Zoo.**

✓ **Above all, ask them to support the Minnesota Zoo's operating budget and future capital investments.**

TIP:

Candidate information is available at the Minnesota Secretary of State Website (www.sos.state.mn.us).

Your voice makes a huge difference. Do your part in keeping our Minnesota Zoo great.