



Imperial Oil
Foundation

NEWS RELEASE

- For Immediate Release -

July 23, 2009

KidzKonnnect is in full swing at the Calgary Zoo – Imperial Oil Foundation funds Zoo Youth Volunteer Program

Calgary, AB – Zoo officials are delighted to announce the five year sponsorship of ***KidzKonnnect***, the Calgary Zoo's Youth Volunteer Program, by the Imperial Oil Foundation. On **Friday, July 24 at 11:00 a.m.**, media are invited to meet some of our youth volunteers, zoo officials and representatives from the Imperial Oil Foundation at a brief inaugural ceremony to be held at Alberta Plaza – the zoo's north entrance.



"At Imperial, we recognize how important volunteerism is to the health and spirit of any community," says Susan Swan, Imperial Oil public affairs manager. "We are very pleased to have the opportunity to help develop the next generation of volunteers through our support of the Calgary Zoo's KidzKonnnect program."

The zoo began accepting applications in February this year. After screening, interviews and training, the new recruits began their volunteer activities at the zoo on July 1st.

"In the past we have received many requests from young people in our community who wanted to volunteer at the zoo," says Renée Fleming, Volunteer Supervisor. "It is really wonderful that through the generosity of the Imperial Oil Foundation we have been able to launch this program."

Youth volunteers age 14 to 17 are now part of one of the most dynamic volunteer programs in the City of Calgary. In the first year of the KidzKonnnect program, youth volunteers will be found welcoming visitors at the zoo's gates and will also be able to participate in Boo at the Zoo and Zoolights in the fall and winter.

There are nineteen youth volunteers participating in the KidzKonnnect program.

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MEDIA INFORMATION:

WHAT: Inaugural ceremony for KidzKonnnect Youth Volunteer Program

WHEN: **Friday, July 24, 2009 at 11:00 a.m.**

WHERE: Calgary Zoo, Alberta Plaza (North Entrance)

WHO: Susan Swan, Public Affairs Manager, Imperial Oil Limited
Grahame Newton, CFO & Director, Corporate Services, Calgary Zoo
Renée Fleming, Supervisor, Volunteer Resources, Calgary Zoo
Seven KidzKonnnect Youth Volunteers

Media Instructions: Please go directly to the north parking lot to access Alberta Plaza – it will be much closer for you. It is not necessary to check in at Zoo Security as you will not be entering the zoo grounds. Please note that there is construction underway in the north parking lot and parking along the entry to Alberta Plaza may be restricted – you might have to park and walk to the plaza.

Contact:

Laurie Herron
Manager, Communications
The Calgary Zoo
Phone: (403) 232-9388
Mobile: (403) 899-7080
laurieh@calgaryzoo.ab.ca

See: www.calgaryzoo.com



The Calgary Zoo is part of a professional, accredited association and member of the Association of Zoos and Aquariums (AZA) and the Canadian Association of Zoos and Aquariums (CAZA) comprised of caring, trusted experts committed to ensuring that many endangered and threatened species are part of the world's future. AZA and CAZA advocate on behalf of animals with a unified and consistent voice, and collaborate with others committed to their long-term survival. The Calgary Zoo participates in many Species Survival Plans (SSP), a network among accredited institutions designed to breed endangered species in captivity to ensure the best possible genetic diversity and maintain healthy populations in human care. Through our conservation, education and research programs, many animals in our care play an essential role in the survival of their species in the wild.

The Calgary Zoological Society is a charitable organization. Charitable Registration #118824192 RR0001