

ZOO



ATLANTA

2016

ANNUAL REPORT



Dear friends and Zoo Atlanta family,

You'll notice the theme of our 2016 Annual Report is **heart**. We chose this theme for a remarkable and historic year because it's an idea that encompasses so much of who we are, what we do, and what our community means to us. It's also a fitting one-word symbol of the inspiring shared passion that drives the Zoo family to make our mark on the future in an era that represents a turning point for species around the world.

2016 was a year when we truly felt the love of the community. From record attendance of nearly 1 million, to the outstanding leadership of our Board of Directors and Leadership Council, to the tremendous helping hands of our Zoo Volunteers, to new journeys on our social networks, to a triumph for our Grand New View campaign, with 13 gifts of \$1 million or more - these were the many faces of support for the Zoo. We greatly appreciate that support, and it inspires us daily.

I am very thankful for the Zoo's strong and committed leadership team and for each of our staff, who give of their own hearts every day to make Zoo Atlanta such a special place.

We hope you'll enjoy these highlights of a year to remember. There was much to celebrate in this 12-month period, but even more exciting is the bright future we have ahead of us. We've seen only the beginning of all that we're able to do together, and we can only begin to imagine how far we'll travel next.

Thanks for all you do for the Zoo!

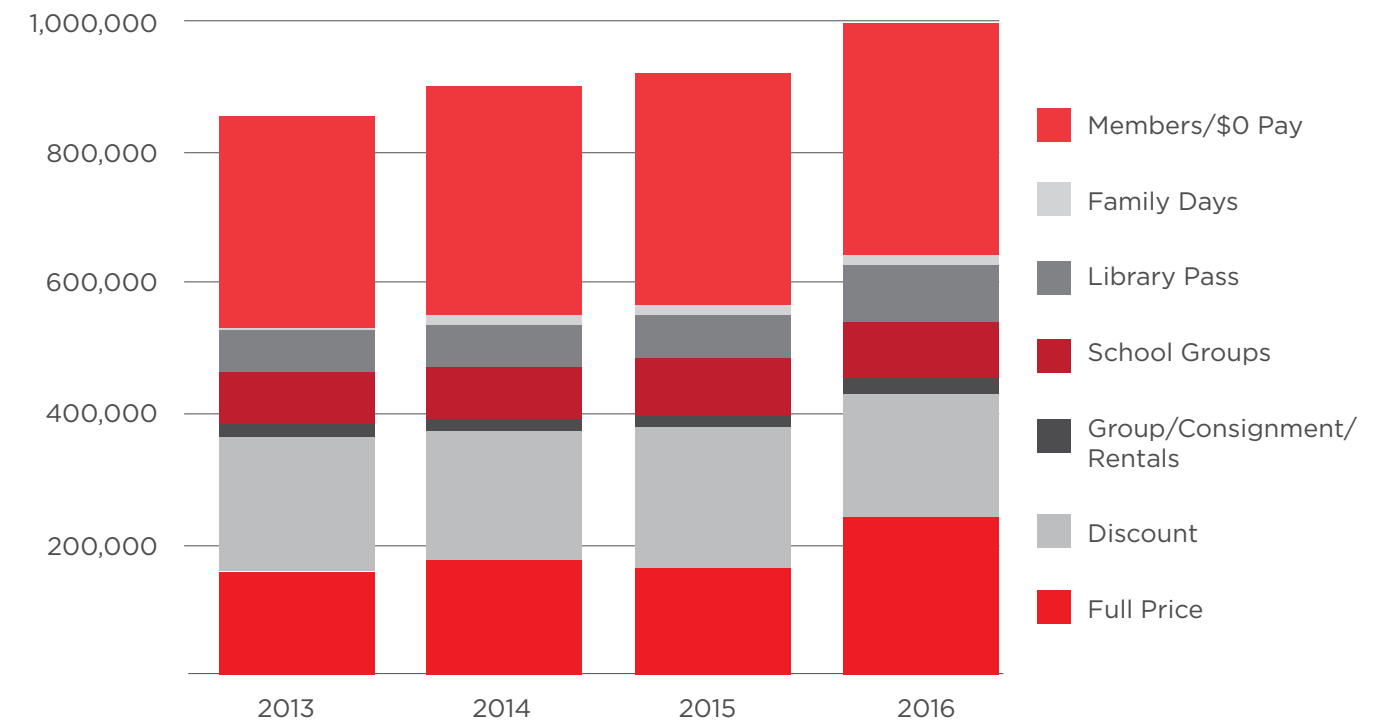
A handwritten signature in cursive that reads "Raymond".

Raymond B. King
President and CEO



997,996
VISITORS IN
2016

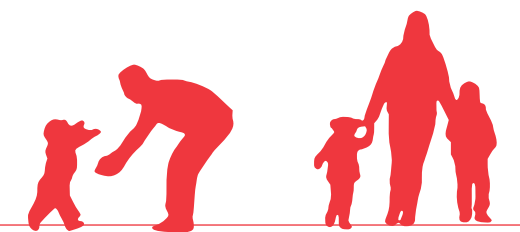
ZOO ATTENDANCE



THIS WILL DO A HEART GOOD

2016 was a record-breaking attendance year for Zoo Atlanta, with nearly 1 million visitors. This attendance has been slightly surpassed only one other time in the Zoo's more than 125-year history: the year 2000, when giant pandas Lun Lun and Yang Yang made their debut and attendance was 1,003,649.

Zoo attendance has grown steadily year over year since 2010, with growth of 48 percent over the past six years. The 2016 attendance of 997,996 exceeded 2015 visitation by more than 77,000 guests.





THE SWEETHEARTS

Lun Lun the giant panda gave birth to her second set of twins on September 3. Born 47 minutes apart, the duo are the sixth and seventh offspring of Lun Lun and Yang Yang and are the only giant panda twins in the U.S.

The twins were named **Ya Lun and Xi Lun - "Lun Lun's elegant and happy daughters"** - on December 12, with more than 23,400 votes cast by panda fans around the world.

Kudzoo the western lowland gorilla gave birth to her third infant on September 18. **Named Mijadala, which means "discussions" in Swahili**, the infant was the 23rd gorilla born in The Ford African Rain Forest and is a granddaughter of the legendary late Willie B.



HEARTS A-MELTING

We celebrated births of mammals, birds, reptiles and more in 2016, welcoming baby animals across the Zoo.



Angolan Colobus Monkeys
Orlando and Kito



Burmese Star Tortoises



Chilean Flamingo Chicks



Chinchilla Kits



Eastern Box Turtles



Louisiana Pine Snakes



Giant Pandas
Ya Lun and Xi Lun



Pancake Tortoises



Schmidt's Guenon
Gus



Western Lowland Gorilla
Mijadala



Wreathed Hornbill Chick



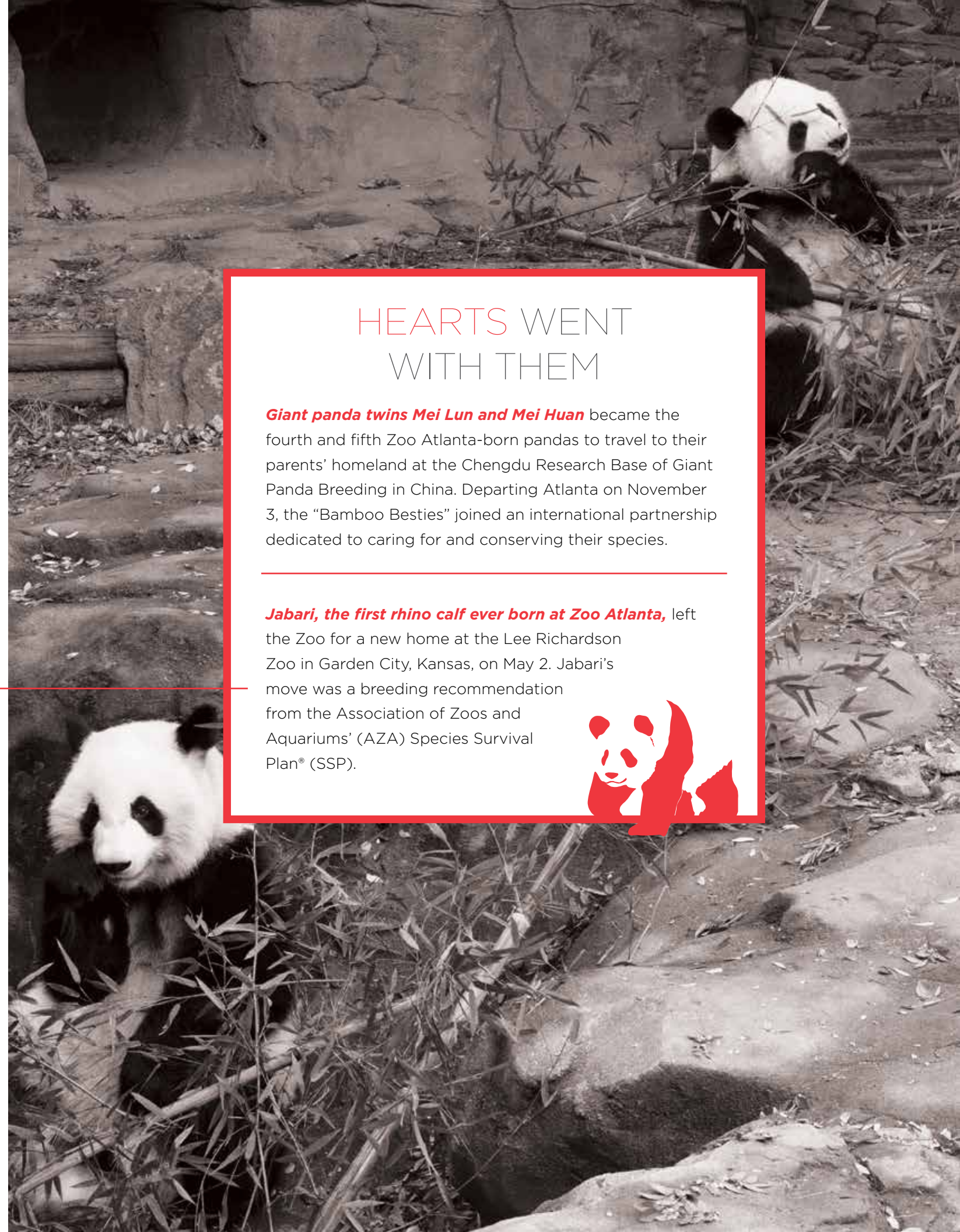
Milky Eagle Owl
Rwenzori



HEARTS WENT WITH THEM

Giant panda twins Mei Lun and Mei Huan became the fourth and fifth Zoo Atlanta-born pandas to travel to their parents' homeland at the Chengdu Research Base of Giant Panda Breeding in China. Departing Atlanta on November 3, the "Bamboo Besties" joined an international partnership dedicated to caring for and conserving their species.

Jabari, the first rhino calf ever born at Zoo Atlanta, left the Zoo for a new home at the Lee Richardson Zoo in Garden City, Kansas, on May 2. Jabari's move was a breeding recommendation from the Association of Zoos and Aquariums' (AZA) Species Survival Plan® (SSP).





THEY HEART US

In today's fast-paced digital world, the message of the Zoo and its mission – and the way these messages are delivered and consumed – is ever-evolving as we bring new friends, fans and ambassadors into the international Zoo Atlanta family.

Zoo Atlanta made its first foray into **Snapchat** at Brew at the Zoo presented by Groupon, followed by Sippin' Safari presented by Georgia Natural Gas, the Zoo's newest signature event for adults 21 and up.

New social programming included **#WildlifeWildCard**, a mystery "takeover" of Zoo social networks by animals, and November's **#Zoolection**, a lighthearted look at the election that saw Shuffles the Aldabra tortoise emerge as President of the Zoonited States. **Zoo Atlanta was awarded "Best Instagram" in Atlanta magazine's Best of Atlanta 2016.**



A SERIOUS HEART-TO-HEART

Zoo Atlanta joined the Georgia Aquarium in co-hosting the first-ever **Joint Conference of International Veterinarians**. The event brought together professionals from the American Association of Zoo Veterinarians (AAZV), European Association of Zoo and Wildlife Veterinarians (EAZWV) and the Leibniz Institute for Zoo and Wildlife Research (IZW).

The conference was attended by more than 500 veterinarians and over 100 veterinary students from nations around the world.



HEART IN THE RIGHT PLACE

Zoo Atlanta introduced its first **Camp Scholarship Program** presented by Atlanta Fulton County Recreation Authority. The program invited 60 children from Title I Schools to enjoy a week of Summer Safari Day Camp at no cost.



WE SET OUR HEARTS ON THIS

In summer 2016, ahead of schedule and ahead of expectations, Zoo Atlanta celebrated a triumph for the Grand New View project, announcing a capital campaign total of \$41 million against an original goal of \$38.1 million.

The Zoo has since raised a total of over \$42.5 million for the project, which will see the historic Cyclorama building reborn as a one-of-a-kind special events destination overlooking an all-new African savanna. The savanna will triple the size of the Zoo's African elephant habitat, forging a new reputation for leadership in elephant care and conservation. **Grand New View is set to open in 2019.**

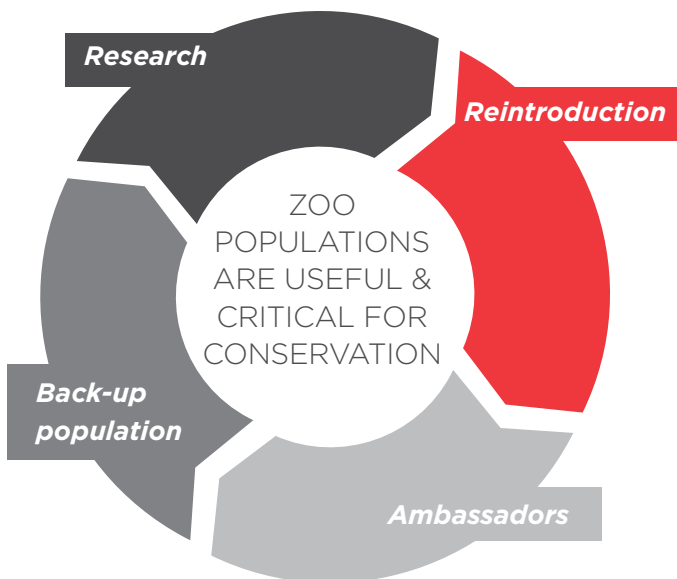


THE HEART OF THE MATTER

At a time when global pressures such as habitat loss, poaching and over-harvesting of wild animal populations threaten to rewrite the future for species around the world, and in an era in which the connections between people and the natural world are becoming increasingly more fragile, zoos are more relevant than ever before.

Zoos are more than just contributors to conservation; they are a vital piece of the puzzle with unique opportunities to illuminate and act on strategies for preserving wild populations for future generations.

Zoo Atlanta launched the new Quarters for Conservation program in 2016, building on an existing commitment to conservation by dedicating 25 cents of every general admission ticket to conservation programs for wildlife. Projects benefiting from the 2016-2017 program year were Elephants for Africa, the Golden Lion Tamarin Association and Project Golden Frog.

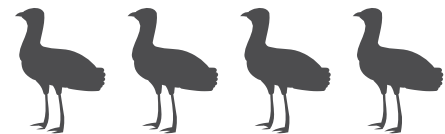
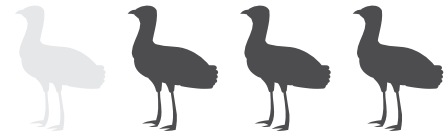


WHY ZOOS MATTER

Over 50 vertebrate species move one category closer to extinction each year due to factors such as habitat loss, over-use/poaching and disease.



1 in 5 mammals are threatened



1 in 8 birds are threatened



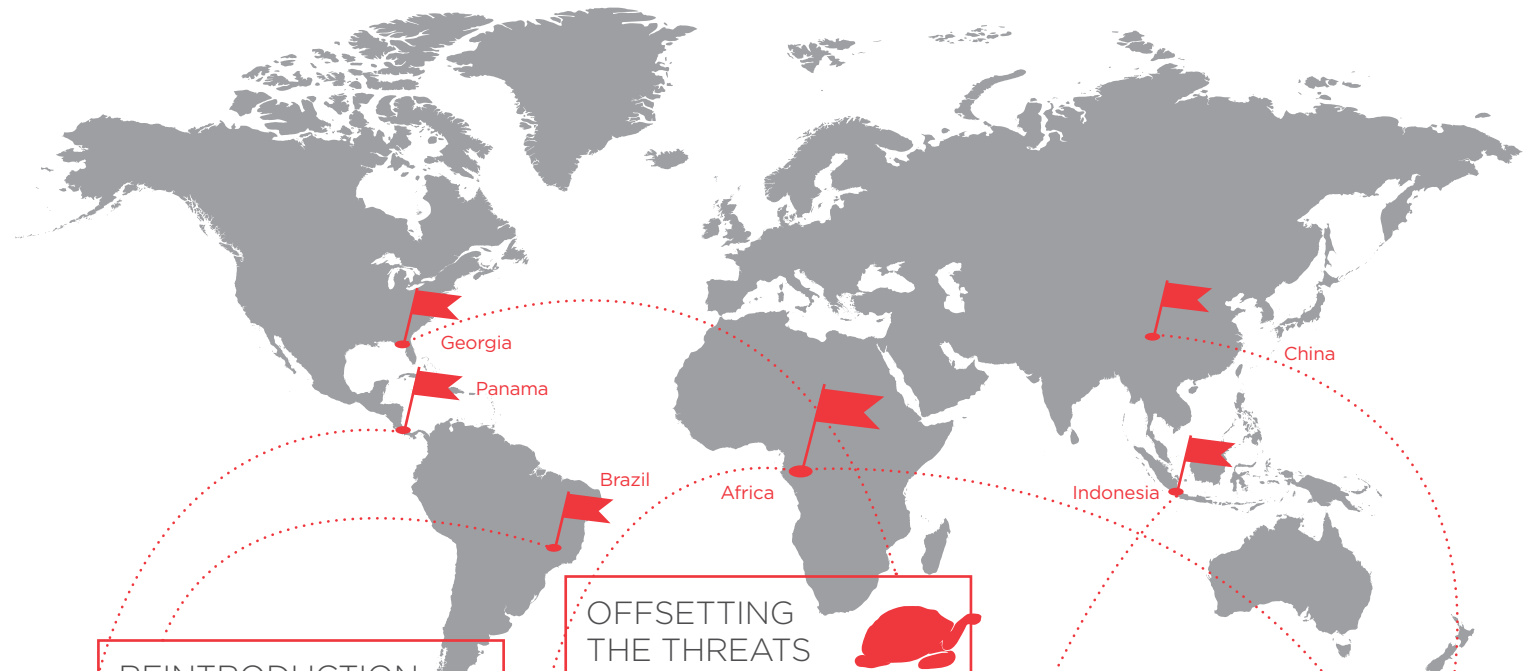
1 in 3 amphibians are threatened



1 in 2 plants are threatened

WAYS WE HELP

HIGHLIGHTS OF OUR CONSERVATION PROJECTS AND PARTNERS



REINTRODUCTION

Golden lion tamarins (GLTs)

- 1970s: Only 200 GLTs in wild
- Zoological population increased and managed as reservoir
 - 500 GLTs in 150 zoos worldwide
- 146 GLTs born in zoos reintroduced to Brazil
- **WILD POPULATION INCREASED TO APPROXIMATELY 3,000**

OFFSETTING THE THREATS

Diamondback terrapins

- Rear offspring from females who have been injured or killed by cars
- Partner with Georgia Sea Turtle Center for release

EDUCATION

Palm oil

- Sustainable palm oil helps retain forests
- Affects orangutans, sun bears, hornbills and many, many others

RESEARCH & SUPPORT

Giant pandas

- Zoo-based research has increased successful reproduction
- **CONTRIBUTED MORE THAN \$10 MILLION TO PANDA CONSERVATION, SUPPORTING 8 NATURE RESERVES**
- Status improved from endangered to vulnerable

AMBASSADORS

Western lowland gorillas

- **OUR GORILLA POPULATION REPRESENTS THEIR WILD COUNTERPARTS,** who are critically endangered due to habitat loss, poaching and mineral mining

RESCUE POPULATIONS

Panamanian golden frogs

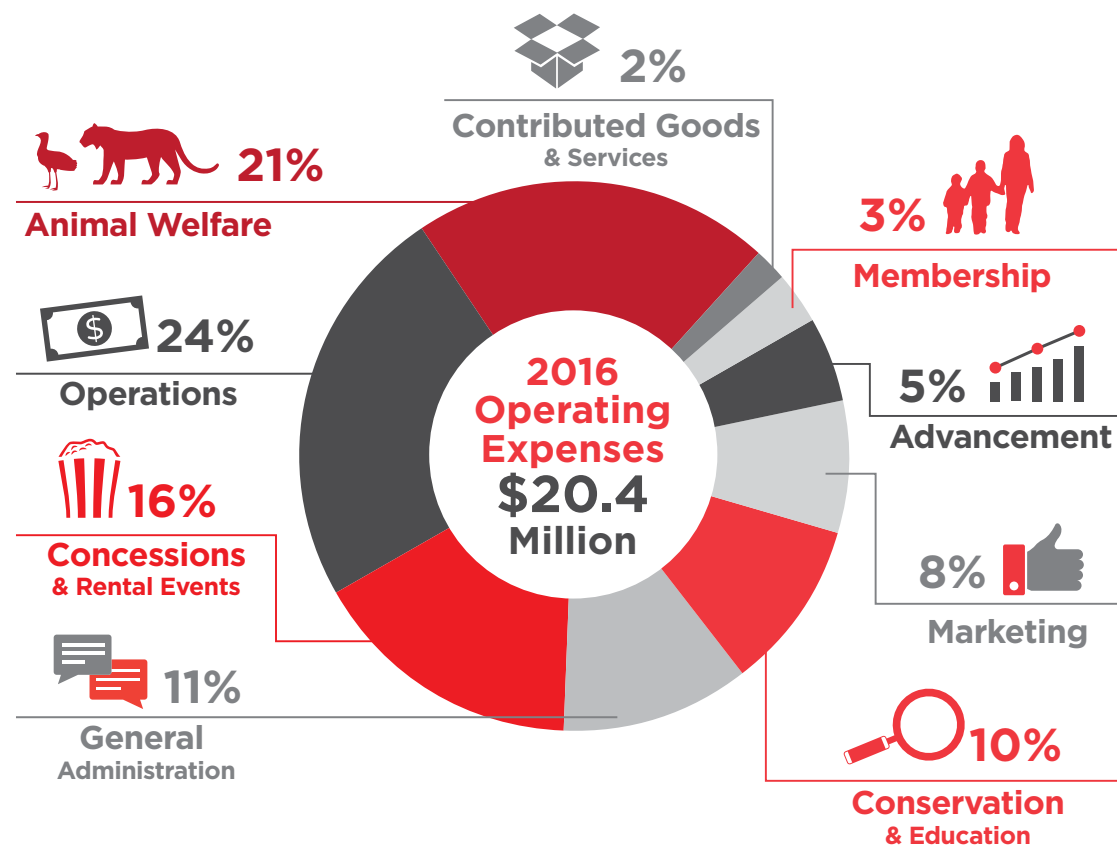
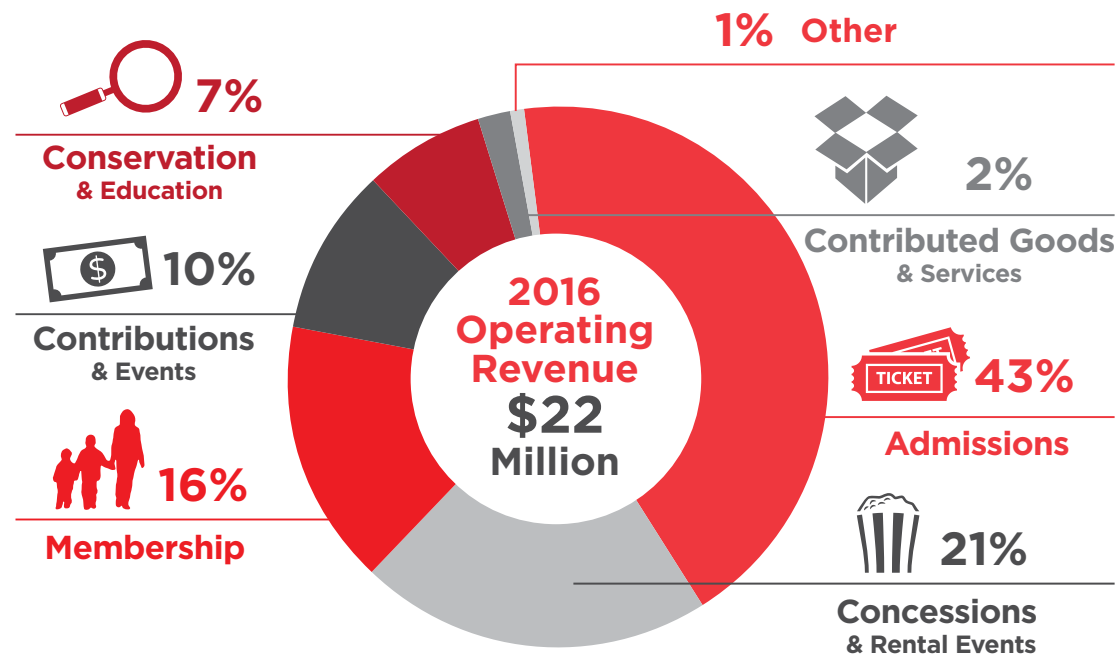
- Rapid population decline due to chytrid fungus
- Zoo population used to rescue wild population

EDUCATION

African elephants

- Create awareness of elephant decline due to ivory trade

FINANCIAL REPORT



FROM THE BOTTOM OF OUR HEARTS

WE APPLAUD OUR DONORS

Zoo Atlanta would like to express gratitude to the following donors for their generous gifts given between January 1, 2016, and December 31, 2016.

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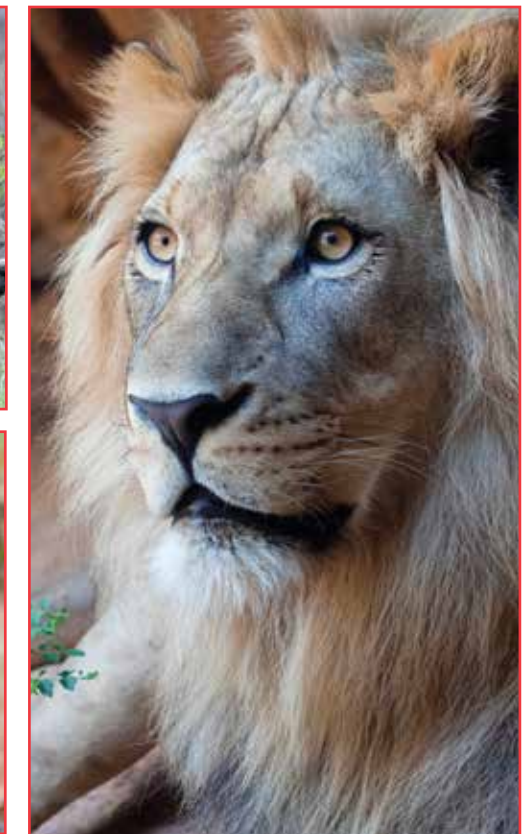
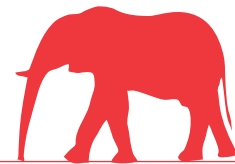
Proof Of The Pudding by MGR
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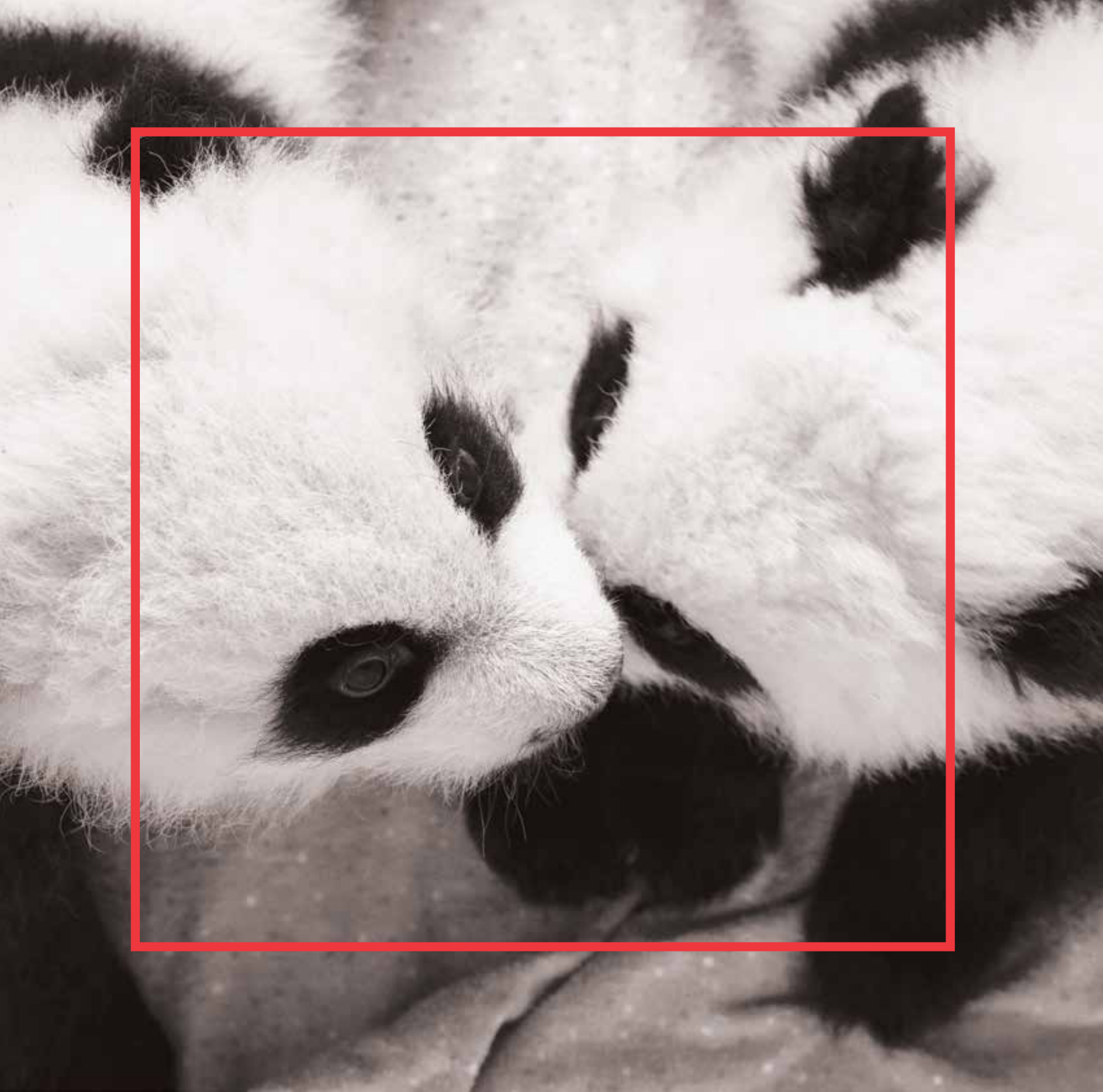
NEVER LOSE HEART

The story of the future of wildlife and wild places is a story that's still being told, and the chapters yet unwritten are the most important ones of all. What we do today - together as conservationists, educators, ambassadors, advocates and friends - will define who we are and what we preserve for future generations.

The challenges facing endangered species don't have to be stories of gloom and doom. They can be stories of hope, and the people and programs of Zoo Atlanta are committed to shaping these stories - stories that only we, with your help, can tell.

Thank you for all you do for the Zoo! We look forward to having you with us as our story continues.

Every attempt has been made to ensure the accuracy of this document. If we have omitted anyone or made any errors, please accept our sincere apologies and contact 404-624-5886 so that we may correct our records.



ACKNOWLEDGMENTS:

Writer/Copy Editor: Rachel Davis

Senior Director of Creative Services: Richard Hezlep

Design: Staci Richards

Photos: Adam K. Thompson

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