



Future for Wildlife Engaging Guests – Sample Scripts

Extended time with audience [Edu/docent, ZP/keeper, CZS, Tours, BTS, Media, Keeper talks]

Example 1

Location: Rosebrough Tiger Passage or Mandel Welcome Pavilion

Welcome to Rosebrough Tiger Passage. Would you like to touch this tiger pelt?

This is an Amur tiger - like the cats you see behind you [if at exhibit]. Amur tigers live in Russia where it can very cold and snowy in the winter - just like Cleveland. Let me ask you - what do wear in the winter to stay warm when outside? Amur tigers also put on a thick coat - of fur - during the winter to keep warm. Look at picture (show picture) – tiger in snow.

Actually, tiger populations are in trouble, in part due to their beautiful coat. Do you know why? People are killing tigers for their fur and other body parts. 95% of the tiger population has disappeared and fewer than 500 Amur tigers survive in wild.

We have a responsibility to protect tigers for future generations. You can join our efforts to reduce poaching and the illegal trade of tiger parts. Go to our website futureforwildlife.org - where you can join our conservation community and take action to secure a future for tigers.

Example 2

Location: Lions, Cheetah, Mandel Welcome Pavilion or if you see someone with a guide dog
Do you happen to have a dog at home? Did you know that dogs are an important piece in helping save big cats?

Lions have disappeared from 80% of their range, and cheetahs from 90% of theirs, due to loss of habitat and prey, and conflict with humans. Local farmers may kill lions and cheetahs because they view them as a threat to their cattle, goats and livelihood or to retaliate. To help lions and cheetahs, our Zoo works with the Ruaha Carnivore Project. This program works with communities in Africa to provide guard dogs used to protect grazing stock. Because of efforts to monitor lions and cheetahs and support local villages, attacks on both livestock and big cats have decreased.

We have a responsibility to protect large carnivores. You can help us continue this work by joining our efforts to reduce human-carnivore conflict. Visit the Zoo's website, futureforwildlife.org to make a difference!

Example 3

Location: Gorillas, Mandel Welcome Pavilion or anywhere you see someone with a cell phone

(You can use your smart phone if you have it and show a photo of one of our gorillas) Do you see this gorilla here? Can you find it in the habitat? Did you know that you can help wild gorillas with this (show phone)?

OR

Did you know that something you carry with you can help wild gorillas? It is your cell phone!

Fewer than 4500 Eastern gorillas remain in the world due to illegal hunting and habitat loss due to mining and agriculture. Cell phones are made up of minerals including coltan. Coltan is mined in the same areas wild gorillas live, destroying their habitat. If you have to upgrade your cell phone, be sure to recycle your old phone, tablets, and other electronics right at the Zoo! Recycling retired devices benefits the environment and all its inhabitants by saving energy, reclaiming precious metals and diverting toxins from our landfills. It also helps preserve important animal habitats by reducing the demand for coltan. We've partnered with Eco-Cell to offer electronics recycling that benefits gorilla conservation (recycle area in Exhibit Hall). Join our efforts to protect wild gorillas. Visit our website futureforwildlife.org to make a difference!

Example 4

Location: Asian Highlands

Welcome to Asian Highlands! Is this your first time to our newest addition to the Zoo?

Over there you can see our snow leopards in their new habitat. Unfortunately for wild snow leopards, their habitat is not safe and secure due to poachers and lack of prey. Cleveland Metroparks Zoo's conservation partner, Snow Leopard Trust, states that one snow leopard has been illegally killed and traded every day over the past 10 years. It is our responsibility to come together as a conservation community to secure a home and future for Asian wildlife. At the Zoo, you can help by purchasing Snow Leopard Enterprises handicrafts in our gift shop or online. Proceeds go directly to the community members who made these products and have committed to saving these cats. You can join our efforts and on-line community at futureforwildlife.org.

Limited time with audience [GS, EN, CZS]

Example 1

Location: Front gate or Mandel Welcome Pavilion

Hi - Welcome to the Zoo! So glad you are here. We need your help protecting wildlife for future generations - let me tell you how.

This green token represents 50 cents of your admission cost. With it, you get to decide which of the Zoo's conservation programs you would like to support. Head over to the Jack, Joseph and Morton Mandel Welcome Pavilion to make your choice and visit futureforwildlife.org to find other ways to help us secure a future for wildlife.

Example 2

Location: Gift shop

EN staff: Would you like to round up for conservation today?

Guest: What's that?

EN staff: We believe we have a responsibility to protect wildlife for future generations.

One way we do this is to conduct conservation programs around the world.

Your round up donation will help support these programs that work to secure a future for wildlife. Visit futureforwildlife.org to find other ways to take action.

Example 3

Location: Gift shop

EN staff: I see you are admiring those pieces (FFW display items). The great thing about purchasing anything in this area is that you are helping support the Zoo's Future for Wildlife conservation programs. Proceeds from these items help the Zoo's conservation partners. You can learn more by visiting futureforwildlife.org Thank you for helping us protect wildlife around the world!

"No" time with audience [FO, ARA, Zoo Ambassadors]

Example 1

Location: directions to PCA

Guest: Can you tell me how to get to Primate, Cats & Aquatics?

Zoo staff/volunteer: Oh - is this your first time to the Zoo? Thanks - your visit supports our efforts to protect wildlife for future generations. When you are at PCA, be sure to visit our gorillas, Beback, Fredrika and Kebi. Then visit our website futureforwildlife.org to find out actions you can take to help secure a future for gorillas.

Head over in this direction to get to PCA

Example 2

Hand out FFW Business Card

We're trying to let people know about our new website FutureforWildlife.org where you can join our efforts to secure a future for wildlife.

Example 3

Location: Food court, main gate or Mandel Welcome Pavilion

Thank you for visiting the Zoo today, before you walk out the gates, check your pockets for any spare change. If you have a nickel, quarter or dime, please consider supporting wildlife by donating small change to make a big change for conservation. Stop by the Jack, Joseph and Morton Mandel Welcome Pavilion to help secure a future for wildlife.