



## NEWS RELEASE

### FOR IMMEDIATE RELEASE

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### **“RUN WILD FOR CONSERVATION”** **SANTA BARBARA ZOO PARTNERS WITH JENNY SCHATZLE** **PROGRAM FOR FIRST FAMILY “FUN RUN” ON SATURDAY, JULY 7**

- Non-Competitive Run Open to All Ages, Walkers, and Parents With Strollers
- \$25 Adults (\$10 SB Zoo Members), \$15 Children (\$5 SB Zoo Members); Includes Run, Admission, Zoo Train Ride, Rock Wall Climb, and More
- Jenny Schatzle, Mother of One-Year-Old Twins, Heads Award-winning Fitness, Health, and Empowerment Program
- Race at 9 a.m.; “Your Zoo, Your Planet” Conservation Day at 11 a.m.

*(Santa Barbara, CA, June 20, 2018)* – The Santa Barbara Zoo has teamed up with the Jenny Schatzle Program for the first-ever “Run Wild for Conservation” fun run for families scheduled for Saturday, July 7. A one-mile, non-competitive run is open to all ages including walkers and parents pushing strollers, and the route goes through behind the scenes areas not usually open to the public. Proceeds benefit the Zoo’s education and field conservation programs, and the run is followed by a special conservation day, “Your Zoo, Your Planet: Saving Species.”



Advance registration is highly recommended online for “Run Wild for Conservation” at [www.sbzoo.org](http://www.sbzoo.org). The cost is \$25 for adults (\$10 for SB Zoo Members) and \$15 for children (\$5 for Zoo Members) and includes not only the run, but Zoo admission, one Zoo Train Ride, one Rock Wall Climb, all-day bounce house access, and discounts at the zoo’s gift and food outlets. Spectators are also welcome with Zoo admission, which is \$18 for adults, and \$10 for children.

Check-in on race day begins at 7:30 a.m. and the run starts at 9 a.m. The Ridley-Tree House Restaurant will open at 8 a.m.

“The Santa Barbara Zoo is all about healthy lifestyles, both for the animals under our care and for our guests,” said Doug Caesar, the Zoo’s guest services associate who has organized the new event. “Our partner Jenny Schatzle and her team know how to make health and fitness fun, and how to inspire people to be more active.”

Schatzle, also the mother of one-year-old twins, says, “I love to support local organizations, and my family loves our local zoo. I hope people come away from Run Wild with knowledge of our local zoo and the importance of conservation, along with a sense of community. This is a time for all of Santa Barbara to come together with our families for a fun, active, educational event.”

### Run Through Zoo Followed by Conservation Day

The run begins at the Zoo’s entrance and winds through the grounds and into areas not usually open to the public, including the road along the Animal Hospital, bird and small mammal holding areas, and Zoo Train Yard. It goes behind California condor, Western lowland gorilla, Masai giraffe, and African lion enclosures before arriving at Cabrillo Lawn overlooking the Pacific Ocean. Water stations are provided along the race route, thanks to Sol Wave. Cheering runners will be some popular Zoo characters including Duncan the T. rex, and Tiny the grizzly bear, among others. Refreshments, animal encounters, a bounce house and more are located at the race finish line.

Starting at 11 a.m. in Elephant Junction, zookeepers offer informal activities relating to local conservation at “Your Zoo, Your Planet: Saving Species.” Booths will feature the Zoo’s conservation partners, and success of local conservation programs right here in Santa Barbara’s own backyard. Demonstrations show how field researchers monitor species such as highly endangered California condors. Activities are free with Zoo or Run Wild admission.

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*Known as one of the world's most beautiful zoos, the **Santa Barbara Zoo** is located on 30 acres of botanic gardens and is home to nearly 500 individual animals in open, naturalistic habitats. It is accredited by the [Association of Zoos & Aquariums](#) (AZA), representing the highest level of animal care, and participates in AZA endangered species programs for Asian elephant, California condor, Channel Island fox, and Western lowland gorilla, among others. A private nonprofit corporation, the Santa Barbara Zoo depends on community support, not tax dollars, for operations and improvements.*

*Visit [www.sbzoo.org](http://www.sbzoo.org).*

***Jenny Schatzle** is a fitness and health expert, speaker, mother of twin girls, and has helped thousands of people change their lives through the **Jenny Schatzle Program**. Continually voted Santa Barbara Best Fitness Program, she and her team have created a new approach to get people the fitness, health, and life results they are looking for. The program combines unique targeted workouts with a new realistic approach to nutrition combined with the most important ingredient: they care. It's inclusive, fun and designed for all levels of fitness to empower people to find their inner athlete and realize how awesome they are. Visit [www.jennyschatzle.com](http://www.jennyschatzle.com).*