



Media Alert
For Immediate Release

Como Zoo and Conservatory Society Launches New Identity - Como Friends

Saint Paul, MN (June 3, 2008) – The Como Zoo and Conservatory Society, the non-profit partner of Como Park Zoo and Conservatory, is proud to introduce a new name, Como Friends. Since incorporating in 1999, Como Park Zoo and Conservatory has experienced a renaissance of programmatic and capital improvements. Como Friends has been at the center of these improvements in partnership with Como Park Zoo and Conservatory, the City of Saint Paul and the State of Minnesota.

The new logo conveys a narrative with a hand sewing seeds that evolve into elements of both the Como Zoo and Marjorie McNeely Conservatory. The logo was designed to be perceived as a “C” when printed small or viewed from afar.

“The similarity between our former name, Como Zoo and Conservatory Society and the name of Como Park Zoo and Conservatory made it difficult for people to distinguish the difference between us and our role,” states Como Friends President Jackie Sticha. “The old brand was created nine years ago when we were merged with our predecessor organizations. Since then, we had developed our own personality and image. It was time to update the name and brand to match who we had become.”

Como Friends has been responsible for many of the special exhibits and projects at Como Park Zoo and Conservatory including the new Blooming Butterflies that opens this Friday, June 6. They have also contributed to capital improvement projects such as the Visitor Center in 2005 and the upcoming Polar Bear Odyssey.

The mission of Como Friends is to promote, support, preserve and enhance Como Park Zoo and Conservatory. Since incorporating in 1999, Como Friends

has contributed \$20.5 million to Como Zoo and Marjorie McNeely Conservatory for:

- Visionary capital improvements such as the Visitor Center, Tropical Encounters habitat and soon to be Polar Bear Odyssey and Japanese Gardens Experience
- Creation and growth of endowment. Funds have grown from \$12,000 to \$5.6 million.
- Annual investments in programs and improvements to benefit animals, gardens and visitors. Gifts have made possible new gardens in front of the Visitor Center, a renovated Sparky Amphitheatre, expanded education programs and Blooming Butterflies – Como’s new butterfly habitat.

For more information visit, www.comofriends.org.

Como Park Zoo and Conservatory Background

For over 100 years, Marjorie McNeely Conservatory and Como Zoo in Saint Paul, Minnesota has charmed, educated and entertained millions of children and adults while fostering an appreciation of the natural world, helping to make Saint Paul the Most Livable City in America. The Como Park Zoo and Conservatory is open 365 days; 10am-6pm from April-September and 10am-4pm from October-March. Admission to both the Como Zoo and Marjorie McNeely Conservatory is always free and a voluntary donation is appreciated.

For more information, visit www.comozooconservatory.org.