



## **Cleveland Foundation Day at Cleveland Metroparks Zoo** Saturday, April 26

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- In honor of its centennial year, the Cleveland Foundation is giving monthly “Cleveland Foundation Day” birthday gifts to the community throughout 2014. These gifts are being announced around the 2<sup>nd</sup> of each month since January 2 is the birth date for the foundation.
- Each month, the foundation will highlight community assets it has played a role in creating or enhancing throughout its first century, in partnership with its donors.
- April’s gift to the community is a Cleveland Foundation Day at Cleveland Metroparks Zoo on Saturday, April 26. This is the first time in nearly 20 years that the Zoo has offered free weekend admission to all visitors, including admission to The RainForest.
- Because of the key role the Cleveland Foundation had in the creation of Cleveland Metroparks, the Park District is joining forces with its system partners, Cleveland Metroparks Zoo and the Cleveland Zoological Society, to provide special family programming throughout the day at the Zoo.
- In honor of the fact Earth Day is in April, the programming on Cleveland Foundation Day at Cleveland Metroparks Zoo will center on sustainability and conservation, which are key to the Cleveland Metroparks’ mission year-round. The programming will include fun, interactive activities for families that will showcase how sustainability and conservation affect wild life and wild places. More details on the programming will be announced the week of April 21.

- **Cleveland Metroparks**

- The Cleveland Foundation has given \$2.2 million to Cleveland Metroparks over the years, as well as having a key role in its formation:
  - When the Cleveland Foundation was first created in 1914, it did not have much money to give out as grants, so it commissioned important studies to help guide its future grantmaking. One of its first studies was on Clevelanders' leisure activities and the foundation's recommendations from that study helped with the creation of Cleveland Metroparks.
  - In addition to its role in the creation of Cleveland Metroparks, the foundation played a role in the Park District's recent expansion. The foundation's most recent grant support helped with the transfer of the lakefront parks from the state to Cleveland Metroparks, which added significant new "jewels" to the "Emerald Necklace."
  - The foundation's support also has included dozens of grants for the Park District's various reservations, its nature centers, and for educational programming.

- **Cleveland Metroparks Zoo & Cleveland Zoological Society**

- The Cleveland Foundation has given \$3.7 million to the Cleveland Zoological Society to support Cleveland Metroparks Zoo:
  - The foundation's support of the Zoo includes grants that helped with the construction of several exhibits, including African Elephant Crossing and the koala exhibit in Australian Adventure. The funding has also supported various educational programming over the years.
  - While many of the foundation's donors have supported the Zoo through the foundation, one donor family in particular has been a passionate supporter. The Billie Howland Steffee Family Fund of the Cleveland Foundation helped make the Zoo's veterinary hospital and research center possible and has supported several other Zoo exhibits and initiatives with more than \$3 million in grants.
  - The Sarah Allison Steffee Center for Zoological Medicine will be open to visitors on the Cleveland Foundation Day. Among the programming, children will be able to don a lab coat and pretend to be a vet, with educational talks led by the vet center team.
- To learn more about the Cleveland Foundation Day at Cleveland Metroparks Zoo, visit [www.clevelandfoundation.org/metroparks](http://www.clevelandfoundation.org/metroparks).

- A large number of Greater Clevelanders have taken advantage of the foundation's previous "Cleveland Foundation Day" gifts to the community:
  - Cleveland Foundation Day on the Greater Cleveland RTA:
    - On Jan. 16, there was a 25% increase overall on RTA buses and trains, a 41% increase of HealthLine riders, and a 20% increase in paratransit usage.
  - Cleveland Foundation Weekend on North Coast Harbor
    - On Feb. 22, a record 16,450 visitors enjoyed Great Lakes Science Center.
    - On Feb. 23, 8,000 visitors came to the Rock and Roll Hall of Fame & Museum, a 500% increase over a typical Sunday.
  - Cleveland Foundation Day at Cleveland International Film Festival
    - On March 24, 7,885 attendees made for the biggest Monday in Film Festival history, an 82% increase over Monday's attendance in 2013.