



Hello and welcome to Issue Four of the Toronto Zoo *Wild For Life Magazine*. To commemorate the first born giant panda cubs in Canada, we've assembled a special extended edition with a pull-out centre, filled with behind-the-scenes photographs and moments of the panda cubs since birth, highlighting all their key milestones along the way. We're very proud to share some of our key Zoo moments and achievements, which includes the promotion of one our own Zoo babies to an honorary rank in the Canadian Army and our recent full accreditation by the Association of Zoos and Aquariums for the Toronto Zoo for the next five years, granted in March, 2016.

This spring also marked the first time the Toronto Zoo hosted leaders from all three levels of government, for a single event. Some very important people joined us for the Giant Panda Cubs Celebration and Name Reveal, including the Right Honourable Justin Trudeau, Prime Minister of Canada; the Honourable Kathleen Wynne, Premier of Ontario; Ambassador Luo Zhaohui, Chinese Ambassador to Canada; and His Worship John Tory, Mayor of Toronto.

This year, we also welcomed some new partners, who helped us name our giant panda cubs, Jia Panpan and Jia Yueyue. They included Cathay Pacific Airways, who presented our naming contest and the Out-Of-Home Marketing Association of Canada (OMAC), who provided \$1.2 million dollars in advertising support for the first national out-of-home advertising campaign in Toronto Zoo history. This helped us engage Canadians to participate in naming our giant panda cubs, plus helped spread the word across Canada of their public debut on March 12, including ads in such major cities as Toronto, Montreal, Edmonton, Calgary and Vancouver. As another first, this campaign was created entirely in-house by Toronto Zoo staff, with photographs taken by one of our very own giant panda keepers and design and artwork fully executed by two of our marketing staff. This was not a small project with over 50 different sizes of digital and printed billboards and out-of-home assets created, including interactive transit shelters in Quebec, where the public could actually vote for their favourite panda cub names through a touch screen in the transit shelter!



We've also celebrated some key milestones and moments on social media. One of these was when we reached 100,000 Facebook fans on March 17. Another instance was on February 25, when Twitter made our little polar bear cub Juno, an official "Twitter Moment", tweeting out pictures of her debut to all 52,900,000 Twitter followers!

This summer, you'll also discover some great new additions on site, including newly renovated restaurants with new offerings and our new Summer Fun Team. You can now enjoy Tim Hortons, Subway, Booster Juice, and Dairy Queen, all in addition to the existing food services here at the Zoo. And, the new Summer Fun Team will be hard to miss in their psychedelic tie-dye shirts and their animal print golf carts. Their mission is to make your visit one to remember, providing visitors with information on daily keeper talks, shows, wayfinding, special programs, events and more. If you spot a member of the Fun Team, stop to say hello and see what special surprises they may have in store, beginning daily from July 1 to Labour Day Weekend.

– Kimberly Haider, Editor

