

# WILD THINGS

JULY-AUG 2021



09

*Tours  
For Animal  
Sponsors*



03 *Green Art Contest*



15 *Events Only For Members*



# WOMAN OF INFLUENCE



Photo by Richard Taylor

**Congratulations** to Zoological Society President & CEO Jodi Gibson for being named one of the Milwaukee Business Journal's Women of Influence. During her tenure, Gibson has been instrumental in collaborating with Milwaukee County Zoo to create one of the most successful public/private partnerships in our region. An example of this success is the Society's Window to the Wild capital campaign for Adventure Africa which will transform 25% of the developed footprint of the Zoo. The Society committed to being a 50/50 partner on the campaign with the Zoo and to date has raised more than \$21 million toward our goal of \$25 million.

Gibson has strengthened the other tenets of the Society's mission as well. The Society has become a national leader in using the concept of empathy to inspire conservation action, a central focus of our education programs. Committed to our mission, Gibson insured our ability to continue our education programs during the pandemic by investing in a virtual capacity that became ZooConnect. Looking to the future, the Society's conservation department is planning to reboot a program offering grants to local graduate students conducting wildlife conservation research around the world. With this program, the Society aims to help strengthen the pipeline of conservation talent in Wisconsin and improve opportunities for people in marginalized groups looking to enter the field.

As a Milwaukee native, Gibson has a personal connection with the Zoo and the community. You can see it in her passion for the job, the employees and guests of the Zoo. *Congratulations!*

This publication is printed on recycled paper with soy ink.



## MEMBERANDA

We **value** your relationship with the Zoological Society of Milwaukee (Society). The Society does not sell member/donor information to third parties, but may share limited information with the Milwaukee County Zoo for the purpose of confirming membership status.

### **Zoological Society office hours:**

8:30 a.m.-5 p.m.

**Zoo hours:** 9:30 a.m.-5 p.m. The Zoo's admission gates close at 3:15 p.m. The Zoo's walk-in gate closes one hour prior to the posted Zoo closing time. The animal buildings close 15 minutes prior to Zoo closing time. *Note: Some animal buildings may be closed for the safety of the animals and guests.*

**Company picnics:** For members visiting the Zoo with a company picnic, Zoo Pass members' free-admission or free-parking benefits do not apply. The fees paid for company picnics include admission and parking and usually include additional zoo-visit benefits.

**Zoo admission:** Please remember to have your Zoo Pass and identification ready when you arrive at the Zoo's admission gates. If you've misplaced your card, replacement cards may be purchased for \$5. Zoo Pass admission is valid for regular daytime Zoo hours and some events.

**Visiting other zoos and aquariums:** We have agreed to participate in the Association of Zoos & Aquariums' listing of accredited institutions. Some accredited zoos and aquariums choose not to participate in this program and therefore do not appear on our list. Most facilities honor free or discounted admission for two adults and two minor children. Members should call ahead to the facilities they plan to visit to get current information. In a few cases, we have opted not to reciprocate with some institutions that are in close proximity to our Zoo. Members are encouraged to review the updated list by going online at [zoopass.com](http://zoopass.com).

**Who can use member cards?** The person(s) named on the Zoo Pass is the owner of the card and benefits are not transferable to anyone else. We need to have the number of members' minor children/grandchildren reflected in your membership records for the Zoo's admission gates. Foster children are covered on your membership. Day-care providers for children: Your Zoo Pass membership does not cover children for whom you provide baby-sitting or day-care services. The Society and the Zoo retain the right to invalidate any membership being used inappropriately.



### **WILD THINGS**

Issue No. 153, July-August 2021

**Wild Things is a membership newsletter published by the Zoological Society of Milwaukee five times a year.**

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**Phone:** 414-256-5412 **Web:** [milwaukeezoo.org](http://milwaukeezoo.org)

**Cover photos**

Tiger by Garrett Hopkins;  
Child by Paul Ruffolo

# IMAGINATION CREATIONS

Our Kids Green Art Contest is back for another year of creative masterpieces. Children 17 and under are tasked with making animal art out of recyclable materials. This year we are giving all of the artists a little more time to come up with a creation. So get out the art supplies on those rainy summer days.

This year's theme is "Animals of North America," meaning, artwork must include animals found in North America. It could be a brown bear, an American badger, an elk or many other possibilities. The Green Art Contest encourages kids to create art

while learning more about animals and their habitats. Plus, they learn about recycling and conservation as they pick out their supplies.

The deadline to register is Sept. 10. Artwork must be dropped off at the Zoo Sept. 18-26. All pieces of artwork will be displayed on our website. Judging will take place the week of Sept. 27, and winners will receive prizes such as animal sponsorships and plush-toy animals.

**For a look at the guidelines and how to register, visit [zoosociety.org/GreenArt](http://zoosociety.org/GreenArt).**



2020 winner in the 5- and 6-year-old category, "Adventures of Mini Muffin, the Octopus" by Jack S.



## YOU ASKED; WE LISTENED

One of the benefits to being a Zoo Pass member, animal sponsor or donor is getting inside information mailed to your home. Our mailings give you updates, invitations to special events, discount information, animal stories and much more. To make it more convenient for you, if we needed to mail more than one thing, the materials were mailed together in a recyclable plastic bag. Our members asked us to take it a step further and remove the bag altogether. Now, **we are happy to announce we will no longer use the bags**. Instead, we have worked out a way for certain information to be added or stitched into your publications.

Publications like this issue of *Wild Things* are also printed on recycled paper along with soy ink. The Zoological Society takes conservation seriously, and we continue to better our products to help the environment.

# A **VIP** LOOK INSIDE

On May 26, the Zoological Society invited members of the Platypus Circle, Simba Circle and Serengeti Circle to an event previewing the summer special exhibit. These VIPs were able to experience the magic and amazement of Sean Kenney's Animal Super Powers made with LEGO® bricks, sponsored by Sendik's Food Market, before it opens to the general public.



Margaret Harris of Sendik's cuts the ribbon to officially open the special exhibit alongside Interim Zoo Director Vera Westphal (left) and Zoological Society President & CEO Jodi Gibson (right).



Blake and Kari Derr enjoy the VIP event along with their daughters, Addison and Chloe. Photo by Peter Zuzga



Platypus Circle member, Jill Bell, snaps some photos of the impressive exhibit. Photo by Peter Zuzga



If you would like to be invited to special VIP events like this, become a Platypus Circle member today. For more information and to learn how to get involved visit [BeAPlaty.org](http://BeAPlaty.org) or call Dani Seavert at 414-918-6153.



# INTERACT WITH FLIPPED FRIENDS

**Ocean Connections is open and excited to welcome guests back with some exciting offerings. You can meet your flippered friends during daily shows, feedings and programs. This summer, take advantage of some interactive fun for the whole family!**



## Seal & Sea Lion Feedings and Photo Sessions

Meet the animals and support ocean conservation during the daily Seal & Sea Lion Feedings! Chat with the animal care team. Then toss four fish to either a seal or a sea lion. Bring the whole family poolside to meet a flippered friend and experience the magic of marine mammals up close! Add on a personalized family photo to capture a picture-perfect portrait of you and your family with a seal or sea lion.

## Flipped Friends & Family

This 30-minute interactive VIP experience brings the whole family behind the scenes to learn about the animals. Visit the off-exhibit areas and come poolside for a private training session with the seals or sea lions! Perfect for kids and adults.

## Ocean Olympics Seal & Sea Lion Show

Ocean Connections is home to some incredible oceanic gold medalists. From speed swimming to flips, turns and jumps, learn all about the amazingly athletic animal ambassadors during this 15- to 20-minute demonstration.



**Opportunities may change daily.  
Scan the QR code to find out what is available that day.  
Or, check out [oceanconnections.org](https://oceanconnections.org) for more options.**

# A TERRITORIAL **BEAUTY**



stock photo



**Hornrietta (left/front) and Niles are often seen together in the Savannah Yard.**



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**H**ornrietta is an eye- and ear-catching animal inside the Zoo. She and her mate, Niles, are southern ground hornbills. Their brightly colored wattles next to their black feathers are one stand-out feature. As the birds get closer to you, you may notice “eyelashes” for days! (While they look and act like eyelashes, they are actually feathers.) And finally, if you have ever heard their booming call you will never forget these magnificent animals.

Those booming calls may be responsible for the pair’s relationship. Before Niles moved into his current home, he was part of the bird show in the farm area and would call out. Hornrietta would return the calls, and they would “talk” back and forth. After some time, it was recommended the two mate. When they were finally introduced beak to beak, things went smoothly – most likely because they remembered each other’s call. The pair has now been together for 10 years. They have one offspring that has since been sent to another zoo and now has a breeding recommendation at Zoo Boise.

Hornrietta and Niles can be found in the mixed-species Savannah Yard next to the hippo home. Both of the birds usually hang



### Quick Facts

- Can fly up to 18 miles per hour
- Have an impressive wingspan that reaches about four feet across
- The throat of a male hornbill is completely red, and a female sports a patch of violet blue.
- Eat fruits, seeds, insects, reptiles and small mammals



Stock photo

out in the front-right corner. Despite their smaller size compared to other animals in the yard, they are territorial. Hornrietta is often seen chasing the cinereous vultures away from their space. Zookeepers say she is braver than Niles, and that makes them a good pair as they balance each other out.

Hornrietta and Niles are great animal ambassadors for their wild counterparts. Southern ground hornbills are vulnerable to extinction. Even though records show these birds living into their 50s regularly, and possibly even longer, they have slow reproductive rates. They live in groups that usually range from two to nine members, and only the dominant male and female of the group breed. Their deaths in the wild are attributed to habitat loss, widespread use of pesticides by farmers and hunting. They are often killed because of their reputation for breaking windows when attacking their reflection. For all of these reasons and more, the Zoo uses some of its conservation funds and donations from its Round Up for Conservation program to support the Mabula Ground Hornbill Project in South Africa. The organization is working hard to reduce threats to the hornbills, and the Zoo is proud to have supported them since 2017.



**Top: A cinereous vulture stares down the hornbills.**

**Middle: Eye-catching eyelashes made of feathers.**

**Bottom: Niles reclaims the log in the front of the habitat.**

# FLUFFY COWS

You better **MOOO-VE** fast to sponsor Trinity the Scottish Highland cow. For \$50, this limited-time offer includes a plush toy, a certificate of sponsorship, a colorful fact sheet about Scottish Highland cows, an invitation to a virtual behind-the-scenes event in August and a sticker of Trinity.



## GET TO KNOW TRINITY

- She mostly eats mixed grass and hay.
- She enjoys playing in cardboard boxes and large paper bags stuffed with hay.
- Trinity loves to be brushed and groomed by her zookeepers.
- Trinity was born on February 4, 2011, and came to the Zoo in 2015.

**Sponsorships make great gifts for any occasion. Plus, they help the Zoological Society fulfill its mission in supporting the Zoo!**

Cost includes shipping and handling.



**Sponsor today by visiting [zoosociety.org/SponsorAnimal](https://zoosociety.org/SponsorAnimal) or call 414-258-2333.**

The Zoological Society of Milwaukee teamed up with the Elmbrook and Wauwatosa School District's LAUNCH program to promote this sponsorship. High school students Lily, Lizzie and Tanner worked with the Society's marketing team to learn marketing skills such as this publication, social media and press releases. The students learned about Trinity, took photos and discovered different ways to promote an opportunity like this. Nice work team!



# TOURS FOR ANIMAL SPONSORS

If you are an animal sponsor or have sponsored an animal as a gift to someone, we want to treat you to a special behind-the-scenes experience. Because some of the animals at the Zoo are susceptible to COVID, many behind-the-scenes tours are not able to happen. While we wish we could thank you in person, this year's Animal Safari will be virtual. The bonus to making this a virtual event is we will be able to access places that are usually not available for in-person tours. Our cameras can access smaller spaces and show you what happens off exhibit.

Animal sponsors from the last two years will be emailed links to the tours. The links

will be available Aug. 28-Sept. 4. Make sure your current email address is linked to your account to access these unique tours just for you!

One of the tours will be inside the Stackner Animal Encounter Building. You will see where Gordy the groundhog, Stitch the porcupine and many others live. Animal encounters inside the farm area are canceled this year, so this is your best chance to see some of these amazing animals and where keepers spend the most time with them. Other tours will bring you to the otters' indoor accommodations, a never-before-seen area of the bird building and more.



**Want to become an animal sponsor to take advantage of these great perks? Sponsor your favorite animal, or check out our limited-time offers that include a plush toy. Visit [zoosociety.org/SponsorAnimal](https://zoosociety.org/SponsorAnimal).**



# MAKING CONNECTIONS



**Actress Jordyn Stewart (right) is excited to get back to interacting with the other actors on stage along with the audience.**

more, and it causes this endless circle of building off of each other's energy. It feels like magic!" says Stewart.

In addition to connecting with audience members for the first time in more than a year, Kohl's Wild Theater is ready to connect with kids during their weeklong acting camps this summer. Stewart and fellow actor Kim Giddens will run the camp for kids ages 8 and 9. "Our goal is to make the campers feel like they are members of the company for a week," says Giddens. Campers will take several tours around the Zoo and learn about animals and why protecting them is so important. They will take some of that knowledge and combine it with storytelling, puppet creation, character building and beyond. "There are so many life skills that can be developed using the arts – creativity, confidence, self-expression, critical thinking and problem solving," says Giddens. "These are things that will help them in every aspect of life – and also skills that are necessary for us to protect our animal friends and the world around us."

**L**ive theater is back inside the Zoo, and it's hard to decide who is more excited – the Kohl's Wild Theater actors or the audience. "I am so ready to return to in-person shows," says Kohl's Wild Theater actor Jordyn Stewart. "I miss sharing the live energy with the audience and my fellow actors."

Since last year, Kohl's Wild Theater has offered virtual performances to schools and community groups. While the entertainment and educational messages are still there, the personal connections were hard to feel online. "The audience brings excitement that actors can feel from the stage. When they laugh or cheer it heightens our need to listen and focus, which makes our performance more alive, which makes the audience respond even



**Actress Kim Giddens (right) helps bring penguin puppets to life by interacting with them on stage.**

## **Kohl's Wild Theater is the largest zoo-based theater program in the country!**

The summer KWT camps are currently sold out. But you can catch one of two shows performed live inside the farm area this summer – "Rear Hippo" and "The Mysterious Case of the Disappearing Bee." Stage performances are at 10:15 a.m., 12 p.m., 1:45 p.m. and 3:30 p.m. now through Labor Day, depending on weather.

# NATURE PLAY



Photo by Bob Wickland

Connecting to nature doesn't come naturally to a lot of people. That's where the Zoological Society of Milwaukee's Education Department steps in, giving kids the opportunity to roll up their sleeves, get a little muddy and dig into their love for the environment and wildlife. One area the Education Department uses for camps and classes is the Nature Play site, an area not open to the public within the Zoo's wooded areas.

The Nature Play site will play an even bigger role in this summer's Zoo Camps and Classes, which were put on hold last summer due to the COVID-19 pandemic. While last year's hiatus was difficult, it was not without a silver lining. "We've always been motivated to increase our programming in the outdoor space," says Molly DelVecchio, early childhood programs coordinator. "The pandemic has really pushed us forward with planning to use it in more ways. Being outside is how we best connect with nature."

The Nature Play site has a Mud Kitchen, which is a station dedicated to, quite

literally, getting in touch with the Earth. Another private outdoor space has been added behind the Karen Peck Katz Conservation Education Building and includes garden beds and a balancing beam. All in all, staff created a more exploratory, less structured learning environment outdoors. Participants will be encouraged to discover what excites them the most, whether that means flipping over logs to look for bugs, building a fort, pretending to be a squirrel or making a leaf etching. "The ultimate goal is to lead to conservation awareness," says Yvonne Schramm, manager of enrichment programs. "For the little kids, it's about empathy. They can think about what animals need and how animals feel. They can't solve pollution issues at the young age of 2, but they can have a connection to nature."

Society staff are thrilled to once again facilitate learning in nature with camp attendees. Some summer Zoo Camps are still open for registration. Check out [zoosociety.org/Summer](https://zoosociety.org/Summer) for available opportunities.



Photo by Bob Wickland

# NEW ANIMAL CHOICES

**W**hen you imagine a carousel, you may think of galloping horses moving up and down, bright flashing lights and circus music. But the Penzeys Carousel has more than just horses to choose from. Where else can you ride a zebra, an ostrich, or even a dragon? Joining the merry-go-round menagerie this year are a penguin, red panda, giant panda, seal and otter. These animals were chosen to update the

carousel and to reflect the animals that can be seen at the Zoo (except the panda).

The carousel was first installed in 1995 and continues to be updated so it can be enjoyed for generations to come. Guests can ride one of 30 animals, two of which are stationary – the giraffe and the tiger. This gives anyone with motion sickness or young children anxious about the up-and-down motion a chance to join in on the fun. There are also two benches, one of which is ADA-compliant.

But here's the real question: With 30 animals to choose from, which is the most popular? According to the Zoo's Visitor Services, it's the blue dragon. Its unmistakable color and location on the outer ring of the carousel make the dragon stand out from the crowd. With five new animals, though, the blue dragon is going to have some competition. Take a picture of the animal your child chooses and tag @ZooSocietyMKE on Instagram.



# DISCOVER THE BROTHERS



**Mort**



**Dudley**

**R**ed river hog brothers Mort and Dudley have won over the hearts of their keepers. Now it's time for Zoo guests to see what others are squealing about. "I think these red river hog boys are adorable, both in looks and in personality, so I hope our public enjoys getting to see them," says pachyderm area supervisor Joan Stastica. The 6-year-old animals came from the Dallas Zoo in late October.

Red river hogs may be the smallest species of African pigs, but they are show-stoppers. They have bright orange hair, long pointy ears, coloring around their face that almost looks like a mask and long white whiskers. They are often called tufted pigs. As for their behavior, Stastica says they are pretty active and enjoy scavenging for treats like mealworms, raisins or Cheerios.

Behind the scenes, keepers are continuing with the training the hogs received in Dallas. "They receive some sort of puzzle

feeder almost every day," Stastica explains. "They are always eager to participate in training sessions and are very personable and charming students." They do train separately because Dudley is the more dominant hog and would try to chase and bully Mort for his treats. Generally, males are territorial and aggressive to other males they don't know. Since they have been together since birth, they get along well. However, that's why they won't be introduced to resident red river hog Mango. "Mango is a stranger to Dudley and Mort, and they would not react well to meeting him, which could be dangerous for Mango," says Stastica.

Mort and Dudley can be seen in their habitat next to the hippo home. It can be hard to tell the brothers apart but, if you stick around to watch them for a bit, Dudley's face is lighter colored with longer, lighter ear tassels. Mort is a little bigger than Dudley and has a darker face with shorter, darker ear tassels.



**AUG.**  
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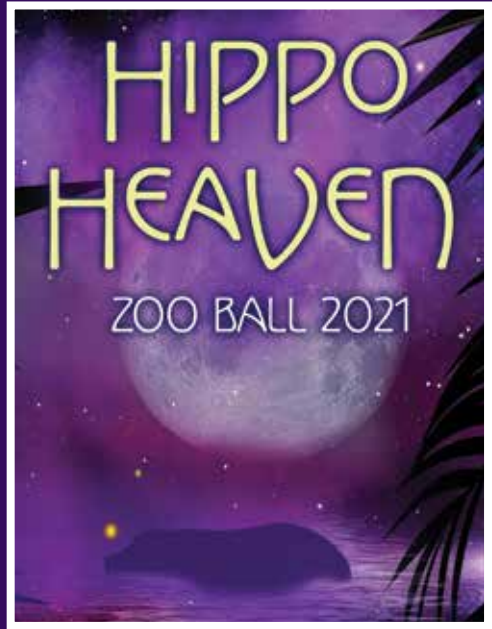
# AN EVENING TO **REMEMBER**

## **Zoo Ball**

*Presented by  
Zoo Ball Chair Robert Dohmen*

The “wild” glamour of Zoo Ball is returning this summer. Join us for our annual black-tie affair. This traditional gala has some untraditional twists. It's not often you can dress up; take in the Zoo and the animals at night; and enjoy an auction, dinner, music and more. While all the ingredients guests have come to expect of a typical Zoo Ball will be there, some of the event may look and feel a bit different this year as health and safety precautions guide our planning.

This year's theme is all about hippos in honor of the new hippo home that opened in 2020. Individual tickets are available. This is the Zoological Society's largest fundraiser of the year, and your donations help in our mission to conserve wildlife and endangered species, to educate people about the importance of wildlife and the environment, and to support the Milwaukee County Zoo.



**Check out [zoosociety.org/ZooBall](https://zoosociety.org/ZooBall) for more information on tickets and health and safety guidelines.**

**JULY**  
26

# LET'S **PAR-TEE**

## **Birdies & Eagles Golf Tournament**

*Sponsored by GRAEF*

**Ozaukee Country Club in Mequon**

Join us for one of the most popular charity golf tournaments in town. In addition to a day of golfing, registration includes lunch, course refreshments, post-golf cocktails, dinner, contests and more. Plus, former Green Bay Packer and Lambeau Leap creator LeRoy Butler will join us on the course.

Money raised for this event helps the Zoological Society, a nonprofit organization with a mission to conserve, educate and support the Milwaukee County Zoo.

**Register at [zoosociety.org/Golf](https://zoosociety.org/Golf).**



**JULY**

13, 15, 16

## July Member Nights: Fun Summer Evenings

*Sponsored by WaterStone Bank*

**4-8 p.m.**



Photo by Kevin McIntosh

Zoo Pass members support us all year, and we want to return the love by inviting them to a members-only evening event. Members are invited to one of three nights: Tuesday, July 13; Thursday, July 15; or Friday, July 16. Just come to the Zoo with your Zoo Pass or Platypus Circle card!

Besides the ever-entertaining animals at the Zoo, event guests can sit and enjoy two entertainment spots. Celtic band Reilly will be at Generac Zoo Terrace, and “Kip’s Fun Show” will bring laughs and excitement at the Flamingo Patio stage. Special thanks to entertainment and stage sponsor eAchieve Academy. Stop by the summer special exhibit available at its regular price (or use your e-coupons on your Zoo Pass), catch a free Kohl’s Wild Theater performance and check out Ocean Connections seal and sea lion feeding and photo opportunities.

*Food will be available for purchase at the Zoo’s restaurants throughout the grounds.*

**Special Offer.** Visit any WaterStone Bank branch between June 1 and July 2, 2021, show your Zoo Pass card – in lobbies or drive-throughs – and get one ticket for a free ride on the Penzeys Carousel during this event.

**AUG.**

24-26

## August Member Nights: Last Call Before Fall

*Sponsored by Milwaukee Montessori School*

**5-8:30 p.m.**

Summer always goes by way too fast. Mark your calendar to enjoy this members-only evening event before the summer ends. Bring your Zoo Pass or Platypus Circle membership card to enter one of these three nights.

In addition to walking by your favorite animals, check out musical performances by Our House and Ali & Doug Duo. Special thanks to entertainment

sponsor AAA Wisconsin. Take another – or your first – walk through the summer special exhibit, Sean Kenney’s Animal Super Powers made with LEGO® bricks, sponsored by Sendik’s Food Market. Tickets are \$3, or use your electronic coupons on your Zoo Pass. Catch a Kohl’s Wild Theater performance, and check out Ocean Connections seal and sea lion feeding and photo opportunities.

*Food will be available for purchase at the Zoo’s restaurants throughout the grounds.*



**Band, Our House,  
is a hit at the Zoo.**

Photo by Paul Ruffolo

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**DATED MATERIAL  
PLEASE DELIVER PROMPTLY**

## QUICK FACT:

A group of Scottish Highland cattle are known as a fold.

Learn how you can sponsor the Zoo's Scottish Highland cow, Trinity, **on page 8**.



# WHAT'S HAPPENING

Due to COVID-19 and health and safety guidelines, the Zoo and Zoological Society have had to make changes to events. For the most up-to-date information about these and other events, visit [zoosociety.org/events](https://zoosociety.org/events).

**Guests no longer need to wear a mask when they are outdoors on the Zoo grounds as long as distancing is possible.**

*Masks are required indoors, including in animal buildings.*



### Now-Sept. 6

Special summer exhibit, *Sean Kenney's Animal Super Powers made with LEGO® bricks*, sponsored by Sendik's Food Market

### Now-Sept. 6

Kohl's Wild Theater's summer season at the Zoo with free shows daily\*

### July 13, 15 & 16

July Member Nights: Fun Summer Evenings: a members-only evening event, sponsored by WaterStone Bank\*

### July 26

Birdies & Eagles Golf Tournament, sponsored by GRAEF (pre-register)

### Aug. 14

Zoo Ball, presented by Robert Dohmen (pre-register)

### Aug. 24-26

August Member Nights: Last Call Before Fall: a members-only evening event, sponsored by Milwaukee Montessori School\*

### Aug. 28

Animal Safari: Virtual behind-the-scenes tours for animal sponsors

### Sept. 1

Senior Celebration, sponsored by St. Camillus Life Plan Community

### Sept. 12

Ride on the Wild Side Bike Ride, sponsored by The Corners of Brookfield (pre-register)

\* Zoo Pass members get free regular Zoo admission with their Zoo Pass. Those with Zoo Pass Plus also get free parking for one vehicle per membership per day. Platypus Circle members receive free admission and parking with their card.

## CONNECT WITH US!

 [facebook.com/ZooPass](https://facebook.com/ZooPass)

 [twitter.com/ZooSocietyMKE](https://twitter.com/ZooSocietyMKE)

 [instagram.com/ZooSocietyMKE](https://instagram.com/ZooSocietyMKE)

 [youtube.com/ZooSocietyMKE](https://youtube.com/ZooSocietyMKE)

 Milwaukee Zoo Pass App



The Zoological Society is proud to bear Charity Navigator's highest rating of four stars.



The Zoological Society of Milwaukee is recognized for our transparency with GuideStar's Gold Seal.