



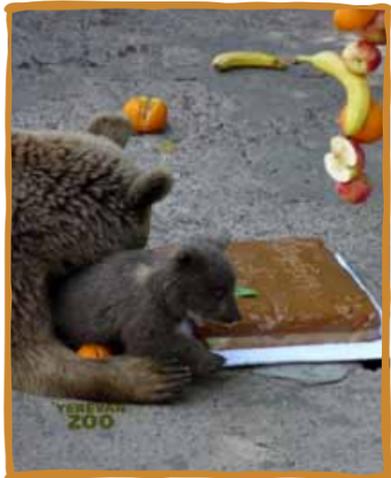
May-June Newsletter



The Bears of Yerevan Zoo have new friends in Armenia and abroad



May 12th was a festive and very "beary" day in Yerevan Zoo. The heroes of the day were a female Syrian Brown Bear and her male little cub, which were adopted by "Coca-Cola Hellenic Bottling Company Armenia". With this adoption, the Animal Adoption Program, which has been launched last year, has made a big step forward, marking the beginning of corporate adoptions.



By adopting the animal, Coca-Cola Armenia undertakes the commitment to cover the animal's food and daily care, as well as the costs for the enclosure maintenance.

Receiving the adoption certificate from the director of Yerevan Zoo Ruben Khachatryan, Gagik Danielyan, General Director of Coca-Cola Armenia told that the company is proud to expand the support to Yerevan Zoo and to adopt the bear and its cub.

The adoption ceremony was festive and fun. 50 children, aged 8-15 took part in the painting contest, expressing their ideas and thoughts about bears with brushes and colors. Moreover the kids were invited to propose a name for the baby bear. Among all the suggestions the jury voted for the name "Funny".

Among the contestants were children of Coca-Cola company staff members, as well as children from different schools and orphanages that cooperate with the zoo within the frames of its educational program. This program which is implemented by the Foundation of the Preservation of Wildlife and Cultural Assets (FPWC) will in future also be supported by Coca-Cola Armenia. The company sponsors the just recently established Zoo Eco-club.

To make the adoption also a special day for little Funny and his mum they were indulged with fruits and even a fancy cake. Like all bears also these two are gourmands with a sweet tooth - so hundreds of visitors could observe how the bears enjoyed a gorgeous feast.

But the maybe best present which these wonderful animals received has come from the Netherlands. The Dutch organization "ALERTIS Fund for Bear and Nature Conservation" just recently accepted to give a grant which will be used to build a new spacious bear enclosure in Yerevan Zoo. The current enclosure is not only much too small but lacks also trees, shrubs and hiding places which for bears are necessary to feel really "at home".

The Foundation for the Preservation of Wildlife and Cultural Assets (FPWC) will be responsible to implement the grant and to realize the first part of this enclosure already in autumn 2012. So with the support of Coca-Cola Armenia and ALERTIS brighter and greener days will come soon for the entire bear family of Yerevan Zoo.

New signs, new changes: Yerevan zoo welcomes visitors with a new face.



"The lifespan of the Scottish pony is 15-20 years, just like the Syrian Brown Bear's. However, unlike the Syrian Brown Bear, the pony feeds only on vegetable food. The lifespan of Australian Emu birds, for instance, is much longer. They live 20-25 years, feed mainly on fruits, seeds and small insects, lay 2-8 eggs and hatch for 60 days". These short but very important and interesting facts are now available for the public on the new, trilingual signs which will give the visitors complete information about the species, preferences and the behavior of Yerevan zoo animals.



The new trilingual information signs are one of the novelties of Yerevan zoo, introduced last year with the support of the Foundation for the Preservation of Wildlife and Cultural Assets (FPWC).

The new system of information signs is, however, not the only novelty that will surely please and surprise Yerevan zoo visitors. The installation of the new pipeline and water supply system have significantly improved the hygienic conditions of zoo animals and reduced the unpleasant smell throughout the zoo territory.

"I am confident that the living conditions of animals are now much better. For example, thanks to the new water supply system, it is now possible to wash the enclosures every day. The visitors can note that the strong, unpleasant smell has reduced significantly", says Yerevan zoo director Ruben Khachatryan.

Yerevan zoo spent 500.000 AMD for the installation of the new pipeline. This investment not only improved the living conditions of the zoo animals, but also enabled the zoo to save at least 2.5 million AMD per month. It is worth mentioning that the new pipeline supplies the zoo with artesian water, thus enabling to save drinking water.



Members of the new Yerevan Zoo's Eco Club will decide about its name and logo

The Educational Center of the Yerevan Zoo has launched the first Eco Club which is a joint project with Coca-Cola Hellenic Bottling Company Armenia. The Eco Club has attracted about 30 children who will take classes in environmental protection, garbage art and paper recycling. The curriculum has already been proven successful in the SunChild Eco-clubs established by the Foundation for the Preservation of Wildlife and Cultural Assets (FPWC) since 2006.

The new Eco Club members will be divided into two age groups - 10-12 and 13-15. The overwhelming majority of students are girls and only four are boys.

The Eco Club will work by the principle "Children for Children" which is also core part of the educational concept of FPWC's SunChild Eco-clubs. In the next 8 months the children will not only obtain new knowledge but will also apply it. With the assistance of their trainers they will conduct regular special classes for peers at orphanages, boarding schools and schools for children with special needs.

"Children today are very busy so the time which we can collect them for lessons might not be enough to pass all necessary knowledge to them. Thus we decided that the children's participation in various events as well as offering them opportunities to apply their new skills in hands-on work with peers will become a pedagogical tool of building their capacities," says the Zoo Education Coordinator Hripsime Khachatryan.

The Eco Club does not have a name yet. The registered children will not only gain new knowledge during their first basic lessons, but they are also expected to make a joint decision about the new name for their club. It already turned out that among the children are some who are very talented painters who promised to design a logo for the Eco Club that will be in tune with its name.



May 1st in Yerevan Zoo: Sun and Fun for everybody



Last year's May 1st it was pelting down with rain and all surprises awaiting the visitors to celebrate the opening of the zoo season were literally drowned. One has to remember: On May 1st 2011 the new zoo management was just working for two weeks and even with the most utmost effort it would not have been possible to present the curious crowd a zoo which had undergone a real overhaul. But on May 1st 2012 everything was different; not only was the sun shining all day but it most importantly it was clearly noticeable that the whole spirit of Yerevan Zoo has changed tremendously in the last 12 months.

30.000 visitors celebrated a colourful and merry reopening of the zoo season. From early morning until late evening the people were queuing at the entrance among them many children who - thanks to the decision of Yerevan Municipality - enjoyed free entrance. Many of the visitors were really pleased to see that Yerevan Zoo has developed into a well maintained green space offering all citizens the chance to breathe fresh air, observe animals and learn something about their behaviour. The latter is in particular possible as Yerevan Zoo has started an enrichment program which included measures to feed the animals in a way that triggers their natural behaviour. For example the tigers have to "catch" their meat with a big jump and the bears have to climb on rocks in order to reach out to fruits hanging into their enclosure on a string. Besides observing these new feeding methods the zoo visitors could also enjoy folk dance, music and theatrical performances. Moreover the Foundation for the Preservation of Wildlife and Cultural Assets (FPWC) which is responsible for the educational programs of Yerevan Zoo attracted crowds of children with contests and games focused on animals and nature.



The positive development of the zoo under the new management was also very much appreciated by Yerevan Mayor Taron Margaryan, who was among the visitors of the day and took the chance to have a guided tour of the zoo accompanied by its director Ruben Khachatryan. "I congratulate you all for this fantastic event and this holiday", the Mayor said. He also suggested that Yerevan Zoo should not only organize such kind of events on the occasion of May 1st but that the institution should offer the citizens more than once per year the opportunity to enjoy an unforgettable day in the zoo. Yerevan Zoo Director Ruben Khachatryan is ready to organize more such events adding, "I'm sure that this is possible with the support of our partner the Foundation for the Preservation of Wildlife and Cultural Assets (FPWC) which is not only experienced in environmental education but also has a proven record of organizing colorful events raising awareness for nature and environment." As he finished the tour the mayor stressed that because of the attention of the new director and his efforts during the last year "there are obvious and huge positive changes at Yerevan Zoo."