

FINAL PITCH SAN DIEGO HISTORY CENTER 3 4 2016

For your editorial consideration, and interviews are available with representatives from both the San Diego History Center as well as the San Diego Zoo. Available upon request are extraordinary archival images that tell a wonderful story, and I have included in the following release a few of them so you may get a true picture of the exhibition as well as an historical timeline of the Zoo's role both in the San Diego community and across the globe.



FOR IMMEDIATE RELEASE

INTERVIEWS AVAILABLE WITH SDHC & SAN DIEGO ZOO  
B-ROLL AND HIGH RESOLUTION IMAGES AVAILABLE UPON REQUEST

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# THE LORE BEHIND THE ROAR! 100 YEARS OF THE SAN DIEGO ZOO

***March 20<sup>th</sup>, 2016 through January 31<sup>st</sup> 2017***

**March 2016 – San Diego, CA** – The San Diego History Center celebrates the centennial of the world-famous San Diego Zoo, with the presentation of a new exhibition:

***The Lore Behind the Roar! 100 Years of the San Diego Zoo.***

<http://www.sandiegohistory.org/lorebehindtheroar>

This extraordinary family-friendly exhibition tells the story of the San Diego Zoo's humble beginnings in 1916 to its evolution as a major tourist attraction and global conservation organization. Visitors will gain a deeper understanding and appreciation of the Zoo's role in the San Diego community and its efforts to end extinction worldwide. Visitors to the History Center will gain a deeper understanding and appreciation of the Zoo's role in the San Diego community and its conservation efforts worldwide.

[www.sandiegohistory.org](http://www.sandiegohistory.org)

Bringing species back from the brink of extinction is the goal of San Diego Zoo Global. As a leader in conservation, the work of San Diego Zoo Global includes on-site wildlife conservation efforts (representing both plants and animals) at the San Diego Zoo, San Diego Zoo Safari Park, and San Diego Zoo Institute for Conservation Research, as well as international field programs on six continents.

The work of these entities is inspiring children through the San Diego Zoo Kids network, reaching out through the Internet and in children's hospitals nationwide.

The work of San Diego Zoo Global is made possible by the San Diego Zoo Global Wildlife Conservancy and is supported in part by the Foundation of San Diego Zoo Global.

## **SAN DIEGO ZOO® GLOBAL WILDLIFE CONSERVANCY**

Full of interactive features, the exhibition provides visitors with opportunities to hear stories from long-time zoo employees, live the life of a zookeeper, explore the extensive animal and plant collection, and learn many new and fascinating facts about the world's most popular zoo!

<http://www.sandiegohistory.org/lorebehindtheroar>



Image: The Exhibition

Courtesy of SDHC

2016



**Image: The Exhibition      Courtesy of SDHC      2016**

In addition, for the first time in history, five prominent Balboa Park institutions are collaborating to bring you a menagerie of animal-themed exhibitions in 2016. Participants include the San Diego Zoo history exhibition at the San Diego History Center, along with the Timken, the Museum of Photographic Art, the Museum of Art, and the Natural History Museum.

**VIDEO TIME LINE & PICTORIAL:** <http://timeline.sandiegozoo100.org/>





**Image: Early entrance of the Wild Animal Park (now San Diego Zoo Safari Park),  
1972 ©Zoological Society of San Diego.**



**Image: San Diego Zoo founder Dr. Harry Wegeforth and Captain G. Hancock a friend who provided his ship for early expeditions for the fledgling Zoo, show off the San Diego Zoo's new penguins, 1933. ©San Diego History Center.**

### **Some History:**

In 1916, a miscellaneous group of animals populated Balboa Park: lions, monkeys, bears, wolves, and coyotes left behind by the close of the Panama-California Exposition, and a group of buffalo, two bears, ducks, and nomadic herds of deer and elk that wandered the grounds. It was this motley menagerie that Dr. Harry M. Wegeforth determined would be the nucleus of a world-class zoo.

Along with his brother, Dr. Paul Wegeforth, two other physicians, Dr. Fred Baker and Dr. J. H. Thompson, and naturalist Frank Stephens, Wegeforth formed the Zoological Society of San Diego. The group eventually attracted 120 members and raised \$1,000. Public skepticism reigned, with some newspapers calling the project "Wegeforth's Folly."

***"The San Diego Zoo has been part of the fabric of San Diego for a century. What started out as a rag-tag collection of animals left over from the 1915-1916***

*Panama-California Exposition is today one of the, if not the most- recognized zoo on Earth, as well as a global organization committed to saving species worldwide through a variety of conservation endeavors. Everyone knows about the San Diego Zoo, but not that many people know how this most-popular zoo came to be, and that's our job. We're humbled and excited to be able to tell this story".*

*Tom Fetter, President of the History Center Board of Trustees and past President and former Trustee of the Zoological Society of San Diego*



Image: Entrance to the San Diego Zoo during the Zoo's 50th Anniversary "Golden Jubilee" Celebration, 1966. ©Zoological Society of San Diego.





**Image: San Diego Zoo Ambassador, Joan Embrey, appears on "The Tonight Show Starring Johnny Carson" with Carol the Elephant, 1971. ©Zoological Society of San Diego,**

**ZOORAMA** <https://sandiegozoo.box.com/s/a8ozyowv3oxk5v1yxdml7galf2f6owd1>

**Zoorama**, produced by KFMB, the CBS affiliate in San Diego, was an American television show that focused on wildlife and nature. The program was filmed at the San Diego Zoo and was produced between 1955 and 1970. **Zoorama** was originally created for the local television market in San Diego, California, and it was picked up for national broadcast on CBS before being sold as a syndicated series.

The exhibition opens Saturday March 19<sup>th</sup>, 2016 with a private opening event (credentialed media welcome) and opens to the public on Sunday, March 20<sup>th</sup> 2016. Interviews are available for phone Skype/In-person interviews prior to the exhibition, and on-site beginning March 20<sup>th</sup> for in studio and in museum interviews:



**WHAT:** *THE LORE BEHIND THE ROAR!*  
*100 Years of the San Diego Zoo Exhibition*

**WHEN:** March 20<sup>th</sup>, 2016 through January 31<sup>st</sup>, 2017

**WHERE:** 1649 El Prado #3

**San Diego, CA 92101**

**WHEN:**        **Daily: 10:00 am until 5:00 pm**

**INFO:**        **619. 232.6203**

**WEBSITE:**    **[sandiegohistory.org](http://sandiegohistory.org)**

***Admission to both museums is: \$10 Adults, \$8 Seniors (65+) Students & Retired Military & Military Dependents (I.D. Required), \$6 Youths ages 6-17, Children under 6 are free. Free Active Duty Military (I.D. Required)***

**OPENING RECEPTION**

**PRIVATE        EVENT        BY        INVITATION        ONLY:        Credentialed  
Media**

**Saturday, March 19<sup>th</sup>, 2016**

**CBS 8 IS THE PRESENTING MEDIA PARTNER FOR THE EXHIBITION**





Image: Doug Oliver, one of the hosts of the popular show "Zoorama" (1955-1970) "interviews" Bob the orangutan and mammal curator, Dr. George Pournelle for the popular local show produced by KFMB San Diego, a CBS affiliate. The show put the San Diego Zoo into the living room of millions during its run on the air.  
©Zoological Society of San Diego.

## ABOUT THE SAN DIEGO HISTORY CENTER

**The San Diego History Center**, which operates its flagship museum in Balboa Park as well as the Junípero Sierra Museum in Presidio Park, tells the diverse story of our region—past, present, and future; educates our community, preserves our history and fosters civic pride. The History Center was founded in 1928 and is one of the oldest and largest historical organizations in California. It is one of only a handful of institutions nationwide that is dedicated to celebrating the heritage of a major American city.

High-Resolution  
Artwork (300dpi),  
B-Roll & Platform  
Video Clips

Interviews with Directors & Curators from the SDHC and San Diego Zoo

Available upon request @ [allison@relevantcommunications.net](mailto:allison@relevantcommunications.net)

### THE STORY: A LOOK BACK

<http://timeline.sandiegozoo100.org/>



**Image: An aerial view of the original location of the animals at the 1915-1916 Panama-California Exposition. Shown here at the top left of the photo, the cages ran along the eastern side of what is now Park Blvd. The large structure in the foreground is the Painted Desert exhibit which highlighted the way of life of several Native American tribes in the Southwestern United States and sat on what is today Roosevelt Elementary School and the Zoo's parking lot.**  
1916. ©San Diego History Center



**Image:**

### **The Panama-California Exposition**

**"The Isthmus" (an homage to the Isthmus of Panama through which the canal was dug in 1914 prompting the Panama-California Exposition of 1915-1916) was the fun zone. Here, attendees of the Exposition could visit an ostrich farm, see how movies were made, ride the tunnel of love and more.**  
1915. ©San Diego History Center





**Image: San Diego children with one of the San Diego Zoo's most popular arrivals, the Australian koalas. Two koalas (Snugglepoot and Cuddlepoot) arrived in 1925. The San Diego Zoo was the first zoo in the United States to have koalas in the collection. ©San Diego History Center**



Image: Special entrance to the San Diego Zoo in 1936. ©San Diego History Center



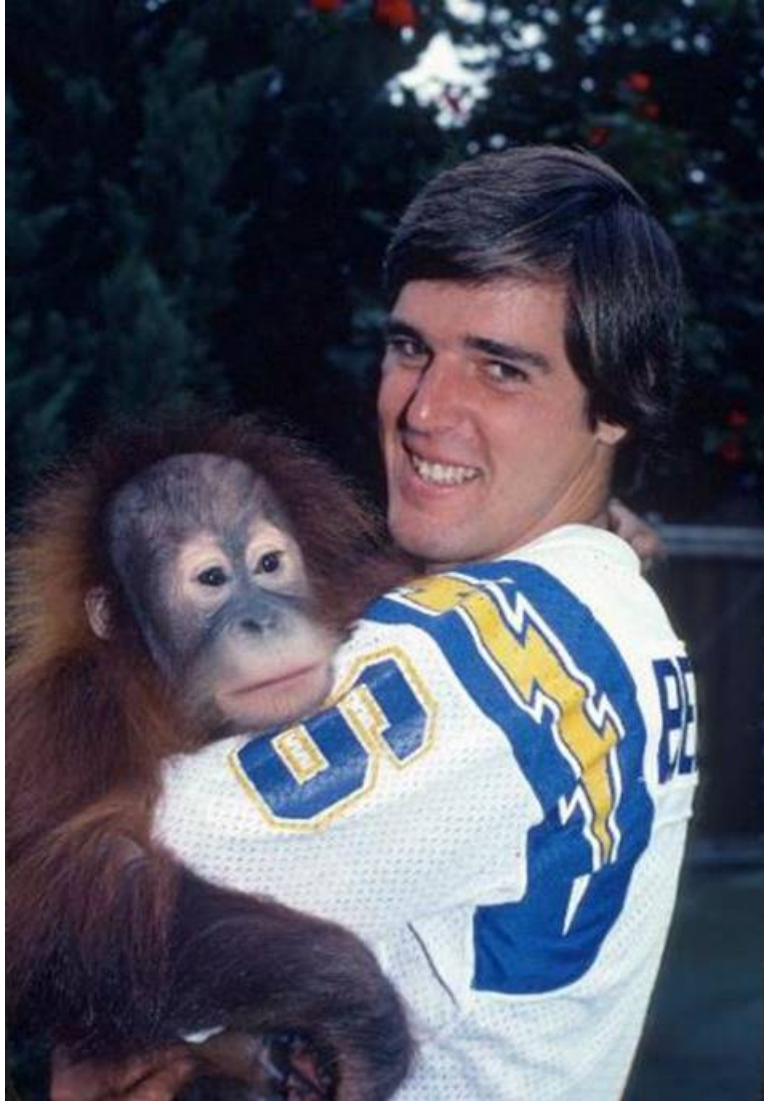
**Image: A group of visitors and active service members board one of the San Diego Zoo's tour buses. 1944. ©San Diego History Center**



**Image: During World War II, the San Diego Zoo became a refuge for military service personnel as a safe and wholesome distraction from war.  
1944 ©Zoological Society of San Diego**



Image: Postcard Circa 1970



**Image: Rolf Benirschke, placekicker for the San Diego Chargers (1977-1986) was the third-most accurate placekicker in NFL history at the time of his retirement. He lent his celebrity to the Zoo as an ambassador, His father, Dr. Kurt Benirschke, formed the Center for the Reproduction of Endangered Species (CRES--now the Institute for Conservation Research) making the San Diego Zoo a leader among zoos in the fight against extinction.**

**1981 ©Zoological Society of San Diego.**

**INTERVIEWS AVAILABLE**

**B-ROLL, VIDEO CLIPS AND HIGH RESOLUTION IMAGES AVAILABLE UPON REQUEST**

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