

Woodland Park Zoo honored with Excellence in Marketing Award by the Association of Zoos and Aquariums

SEATTLE—The Association of Zoos and Aquariums (AZA) announced that Woodland Park Zoo has received Significant Achievement for the 2024 Excellence in Marketing award. Out of the 83 applicants across 17 award categories, Woodland Park Zoo was recognized for its exceptional work on the *It's Time to Visit Woodland Park Zoo* ad campaign. The ceremony, held last month at AZA's Annual Conference in Calgary, Alberta, Canada, celebrated the work of AZA-accredited facilities and covered categories from conservation to facility design to volunteer engagement.



“Compelling, creative messaging is vital to capturing the imaginations of our communities,” said Woodland Park Zoo President and CEO Alejandro Grajal. “Through our robust platforms people of all ages and backgrounds can embrace zoos as an oasis where they can create new memories with loved ones, connect to living animals in a natural setting, understand the zoo’s unsurpassed care and compassion for its animals, and be inspired to dedicate their day-to-day actions at home to save wildlife and their wild places everywhere.”

The “It’s Time to Visit Woodland Park Zoo” campaign needed to strike a careful balance between conservation messaging and family-friendly entertainment. The strategy was to develop a campaign that brought the two priorities into a unified message that conveyed the value of a visit as an investment in what the zoo’s audiences care about most—time with loved ones today and the promise of a thriving future together. By addressing these challenges and leveraging the opportunities presented, the campaign successfully positioned the zoo as both a conservation-focused organization and a premier family destination, thereby inspiring people of all ages, backgrounds and abilities to visit the zoo and meeting revenue goals while staying true to its core values.

The Excellence in Marketing Award recognizes excellence in marketing campaigns developed and executed by its AZA member institutions. The campaign must utilize a marketing mix with a minimum of three communication channels, such as television, radio, print advertising, outdoor, internet, direct mail, etc. Entries were judged according to how well the campaign met planned objectives, how communication channels were strategically linked together, and for the creativity and uniqueness of the campaign.

“Congratulations to the team at Woodland Park Zoo for their hard work and dedication in achieving this remarkable recognition,” said Dan Ashe, president and CEO at the Association of Zoos and Aquariums. “This award recognizes the best of the best in the global zoological community. The work being done at Woodland Park Zoo further strengthens the impact of our entire community and is something Seattle can be proud of.”

About AZA

Founded in 1924, the Association of Zoos and Aquariums is a nonprofit organization dedicated to the advancement of zoos and aquariums in the areas of conservation,

animal welfare, education, science, and recreation. AZA is the accrediting body for the top zoos and aquariums in the United States and 12 other countries. Look for the AZA accreditation logo whenever you visit a zoo or aquarium as your assurance that you are supporting a facility dedicated to providing excellent care for animals, a great experience for you, and a better future for all living things. The AZA is a leader in saving species and your link to helping animals all over the world. To learn more, visit www.aza.org.

Woodland Park Zoo offers a safe, outdoor experience for all. Visit zoo.org for information. Zoo hours: 9:30 a.m.–4:00 p.m. daily. Follow the zoo on [Facebook](#), [Instagram](#) and [TikTok](#).

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