

## PRESS RELEASE

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Media contact: Gigi Allianic, Craig Newberry  
[woodlandparkzoo@zoo.org](mailto:woodlandparkzoo@zoo.org)

### Media link for photos and video:

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## **Zoo thanks community for investing in Forests for All! Zoo's multiyear, \$110 million fundraising campaign surpasses its goal #ForestDay International Day of Forests**



SEATTLE—Billions of people, particularly forest-dependent communities, rely on forests for food, medicine and livelihoods. Forests are home to more than 80% of all terrestrial animal and plant life. They act as the lungs of the planet and are one of nature's best solutions to climate change. On this International Day of Forests, commemorated annually by the United Nations, Woodland Park Zoo announces the culmination of its \$110 million-dollar Forests for All comprehensive campaign powered by nearly 100,000 donors and conservation advocates.

At the heart of the Forests for All comprehensive campaign is the signature Forest Trailhead exhibit where guests will find their path in the global movement to protect, restore and sustain forests. Through a treetop path, across a forest landscape and inside an all-seasons pavilion, the exhibit is focused on conservation action and a new, hopeful view on the future of forests and the animals and people who depend on them. The Forest Trailhead, which is the most significant new exhibit at Woodland Park Zoo in a decade, will open in 2026 thanks to the zoo's donors who gave generously to the Forests for All campaign.

Launched in 2018, the seven-year, \$110 million Forests for All comprehensive campaign closed on December 31, 2024 and surpassed its goal, raising \$119.7 million. The campaign, championed by the zoo's Board of Directors and Directors Emeriti, raised critical funds for the zoo's operational initiatives, capital projects and endowment. During the campaign period, nearly 100,000 donors contributed to help reimagine what a zoo can be for the Pacific Northwest community, our nation and our world.

Funds raised by the zoo over the past seven years have been invested in animal care, conservation, renovations and other zoo priorities. Throughout the fundraising campaign, philanthropy has helped the zoo make transformational changes, including:

- Creating a state-of-the-art home for greater one-horned rhinos;
- renovating the Komodo dragon habitat;
- revolutionizing the composting facility to produce more of the famous Zoo Doo faster than ever before;
- reimagining the Living Northwest Trail to better engage our community around discovering, recovering and coexisting with the region's wildlife, adding the Canada lynx exhibit and renovating the Cathy Herzig Basecamp Northwest to highlight the multi-institutional partnership to recover western pond turtles;
- furthering its global leadership in building empathy for animals through the Advancing Conservation through Empathy for Wildlife Network;

- supporting the internationally recognized, community-led work of the zoo's Tree Kangaroo Conservation Program that is saving tree kangaroos and protecting/restoring some of the most biodiverse cloud forest habitat on the planet in partnership with the people of Papua New Guinea;
- launching the 20-year Cascades Carnivore Monitoring Project and engaging hundreds of Pacific Northwest neighbors in community science; and
- adding approximately \$12 million to the zoo's endowment that is critical to its long-term financial sustainability.
- Among many others!

"We are immensely grateful for the passion and deep commitment of each and every donor and supporter. This bold new era is redefining how we can unite local and global communities to save our forests and green spaces here in our beloved Pacific Northwest and around the world for a more sustainable present and future," said Alejandro Grajal, President and CEO at Woodland Park Zoo. "Our sincerest gratitude to the individual supporters, public and private partners, and foundation donors that participated in this campaign to help us ensure forests for all, today and into the future."

"All of us at Woodland Park Zoo extend our sincerest gratitude to the individuals, families, foundation donors, and public partners that chose to believe in our vision and give generously to this campaign. Every gift made helps ensure continued advancements in care for the animals that call Woodland Park Zoo home, a better chance at survival for the species and habitats we protect, and more fun and impactful experiences for the millions of people we serve, today and into the future," added Sarah Valentine, Chief Development Officer at Woodland Park Zoo.

### **A peek into the new Forest Trailhead opening in 2026**

On the heels of Woodland Park Zoo's 125<sup>th</sup> anniversary, the [Forest Trailhead](#) initiates the next chapter of the zoo's story with interactive, multi-sensory experiences welcoming to all ages and backgrounds. The pavilion and forest landscape exhibit, located at the heart of the zoo, will transport visitors through the treetops on a winding elevated path to the forest canopy of tree kangaroos and red pandas. Inside the forest pavilion, the upper level will offer additional viewing spaces for those animals, with a fully accessible path leading down to the mid-level featuring kea parrots. The lower level will include tree-dwelling reptiles, colorful amphibians, fish, and invertebrates in mixed-species groups. Throughout the pavilion, open plazas will offer interpretive information with the ability to host animal keeper talks and special events, empowering visitors to see themselves as active members of the conservation community.

To learn more about Woodland Park Zoo or to become a zoo member, visit [www.zoo.org](http://www.zoo.org) or call 206.548.2500. Follow the zoo on [Facebook](#), [Instagram](#), [Bluesky](#) and [TikTok](#).

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