



Media Advisory

For Immediate Release:

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Contact:

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Conservation & Communications Manager

Saving the Cheetahs of the World

Conservation Talk at Happy Hollow Park & Zoo

Event:	<p>Saving the Cheetahs of the World \$35 per person / \$20 for youth (17 and under) Register online: https://www.brownpapertickets.com/event/3341160 All proceeds go to the Cheetah Conservation Fund.</p>
When:	<p>April 5, 2018 6 p.m. to 8 p.m.</p>
Where:	<p>Happy Hollow Park & Zoo 1300 Senter Road, San José, CA 95112 Guests will enter the parking lot off Senter Road.</p>
Who:	<p>Dr. Laurie Marker Founder and Executive Director of the Cheetah Conservation Fund</p>
Background:	<p>Overview Discover the groundbreaking conservation work of the Cheetah Conservation Fund (CCF) while enjoying an evening at Happy Hollow Park & Zoo. Dr. Laurie Marker, the Founder, and Executive Director of CCF will provide first hand updates regarding efforts to save cheetahs from extinction. Guests will also meet a special breed of livestock guarding dogs that are working to protect cheetahs. There will be appetizers, wine, beer, and items available to purchase. All proceeds from the event will go to CCF conservation efforts. All attendees will have the opportunity to win tickets to an overnight Safari experience at Safari West, a \$1,000 value.</p> <p>About Cheetah Conservation Fund (CCF) Founded in Namibia in 1990, Cheetah Conservation Fund(CCF) is the global leader in research and conservation of cheetahs in the wild. Learn more at https://cheetah.org/</p> <p>Meet Anatolian Shepherd Ambassador Dogs This special event will also feature Westminster winning Anatolian Shepherd Dogs. CCFs renowned Livestock Guarding Dog Program has been highly effective at reducing predation rates and thereby reducing the inclination by farmers to trap or shoot cheetahs. CCF breeds Anatolian shepherd and Kangal dogs, breeds that for millennia have guarded small livestock against wolves and bears in Turkey. The dogs are placed with Namibian farmers as puppies to bond with the herd and use their imposing presence and loud bark to scare away potential predators.</p>
Visuals:	<p>Demonstrations from Anatolian Shepherd Ambassadors (6:30 p.m.) Discover the work of the Cheetah Conservation Fund (7 p.m.)</p>

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Happy Hollow Park & Zoo (HHPZ) has provided outdoor play to the Bay Area since 1961. HHPZ is a division of the City of San José Parks, Recreation & Neighborhood Services, and is supported by the Happy Hollow Foundation. The mission of HHPZ is to connect people to nature through play. Happy Hollow features a unique combination of family rides and amusements, a Puppet Castle Theater, nature themed play areas, special events for all seasons, an AZA accredited zoo, and a robust animal education and wildlife conservation program with classes for all ages year-round. HHPZ also offers annual passes for families and individuals. More information can be found at www.hhpz.org or by calling (408) 794-6400.