

**EMBARGOED UNTIL 12:01 AM ON APRIL 22**

**Photos available for download [here](#).**

## **Lincoln Park Zoo Launches Earth Day Campaign to Support Planet's Most Endangered Inhabitants**

*Features Limited-Edition Passes to Aid Conservation Efforts*

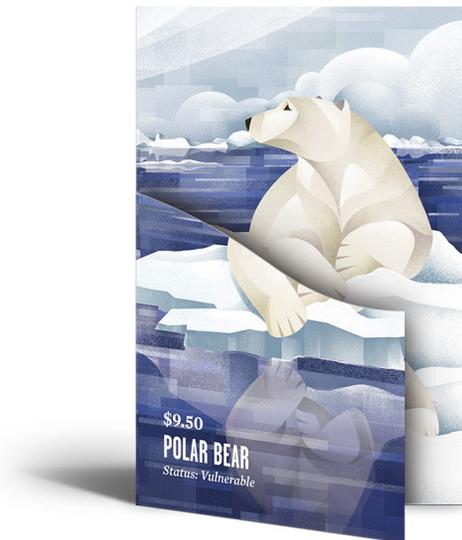
**Chicago (April 21, 2021)** — [Lincoln Park Zoo](#) announces its newest campaign, "The Price of Extinction". Kicking off on Earth Day, April 22, the campaign highlights endangered species at the zoo with limited-edition zoo passes.

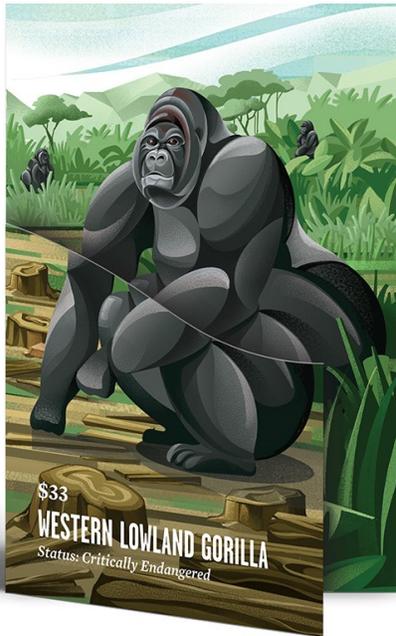
This initiative provides animal lovers with the unique opportunity to help five endangered species survive by purchasing a representative pass. Each pass features an endangered animal whose donation amount correlates to the animal's extinction rate, with all proceeds going towards conservation efforts. Five of the endangered animals at the zoo (polar bear, African penguin, eastern black rhinoceros, western lowland gorilla, and Jamaican iguana) will be featured.

Those interested in purchasing the artful passes can do so on zoo grounds at the Gift Shop and Member Center or online at [shop.lpzoo.org](http://shop.lpzoo.org).

The price of each pass is set by a custom-built algorithm determined by data from the International Union for the Conservation of Nature (IUCN) Red List, the definitive, science-based evaluation source of a species' endangered status. The more endangered an animal is, the more resources it takes to save them:

- Polar bear: \$9.50 (vulnerable)
- African penguin: \$15 (endangered)
- Eastern black rhinoceros: \$30 (critically endangered)
- Western lowland gorilla: \$33 (critically endangered)
- Jamaican iguana: \$42 (critically endangered)





Lincoln Park Zoo is home to more than 30 different endangered species. While Chicagoans enjoy visiting the animals, they often do so without considering that they may be some of the last people with the privilege to do so. “The Price of Extinction” campaign aims to help zoogoers bridge the gap between looking at animals to helping save them.

This is creative advertising agency Energy BBDO’s first pro-bono campaign for Lincoln Park Zoo. Energy BBDO approached the zoo with the idea, seeing it as a way to give back to the city and raise awareness for Earth’s most vulnerable inhabitants. The pass

illustrator, Chiara Vercesi, loved both the idea and the zoo so much that she also donated some of her time and designs. This campaign is a labor of love from Energy BBDO to Chicago’s most popular institution, Lincoln Park Zoo.

For more information, visit [lpzoo.org/priceofextinction](http://lpzoo.org/priceofextinction). To learn more about Lincoln Park Zoo, or to make a free reservation, visit [lpzoo.org](http://lpzoo.org).

###

**Media Contacts: Jillian Braun**  
**312-931-5117**  
[JBraun@lpzoo.org](mailto:JBraun@lpzoo.org)

**Sabrina Cynova**  
**312-228-5129**  
[SCynova@lpzoo.org](mailto:SCynova@lpzoo.org)

## **ABOUT LINCOLN PARK ZOO**

Lincoln Park Zoo inspires communities to create environments where wildlife will thrive in our urbanizing world. The zoo is a leader in local and global conservation, animal care and welfare, learning, and science. A historic Chicago landmark founded in 1868, the not-for-profit Lincoln Park Zoo is a privately-managed, member-supported organization and is free and open 365 days a year. Visit us at [lpzoo.org](http://lpzoo.org).