

National Zoo Keeper Week Ideas

There are many ways that your chapter and zoo can highlight this week:

- Talk with your management and have your director address the keepers at a rally
- "Cameo" Keeper talks for the public with an emphasis placed on roles that keepers play in animal care
- Establish a "Special Speakers" for the public, promoting training, enrichment and conservation projects
- Behind the scenes tours
- Talk to your merchandising department about "keeper recommendations" at your bookstore. The guests love it!
- Use NZKW to promote your AAZK membership drives
- If you have a local professional sports team, contact their community relations person about having keepers recognized on the field
- Zookeeper night at a local event (In San Diego, we're having Zoo Keeper night at one of the Padres' games))
- Schedule a happy hour or other social event
- Display NZKW posters at kiosks or gift shop displays

Another way to promote National Zoo Keeper week is to write an article for your zoo publication that highlights how multi-faceted our jobs are.