



## International Zookeeper Day 2020

#internationalzookeeperday #IZD2020 #stillcaring

Dear Animal Care Colleagues,

Since 2015, the International Congress of Zookeepers (ICZ) established the **International Zookeeper Day (IZD) on October 4<sup>th</sup>** to encourage all who make it their life's work to care for animals, whether they are involved with zoos, sanctuaries, aquariums, rescue centers, parks or reserves to engage in programs, activities, and ceremonies, which promote awareness of the important role of zookeepers in wildlife conservation. In addition to raising appreciation the ICZ wants professional recognition to zookeepers around the world.

2020 has added many challenges to both professional and personal lives with the worldwide pandemic. The majority of zoos and aquariums had to close their doors to ensure both the safety of the human public and the animal inhabitants as well. But now the survival of many of zoos and aquariums are at risk of facing permanent closure. Many have had to let go staff members, which can be difficult for both those who are and are not working. In addition, in-situ and ex-situ conservation objectives are being compromised due to financial strain. Zoos are incredible assets with loyal staff who only want to care for the animals, but we only have predictions on how long this crisis will last. **That is why this International Zookeeper Day, October 4<sup>th</sup>, 2020 is especially important this year.**

The ICZ has created an **IZD Planning Packet** to assist zookeepers worldwide to make their International Zookeeper Day a success! Please take the opportunity on October 4th to stop and reflect on the huge contribution zookeepers make to the care and conservation of all species great and small. Zookeepers matter, so celebrate! Share your stories about how you celebrated IZD on the International Congress of Zookeepers Facebook, Instagram (@iczookeepers), and Twitter (@ICZookeepers). Email your stories of teamwork within your zoo to [secretary@iczoo.org](mailto:secretary@iczoo.org) and we will share them with the world.

For more information about International Zookeeper Day, please visit the following:

Website: [ICZoo.org](http://ICZoo.org)

Facebook: ICZ (International Congress of Zookeepers)

Instagram: @iczookeepers

Twitter: International Keeper @ICZookeepers

LinkedIn: International Congress of Zookeepers

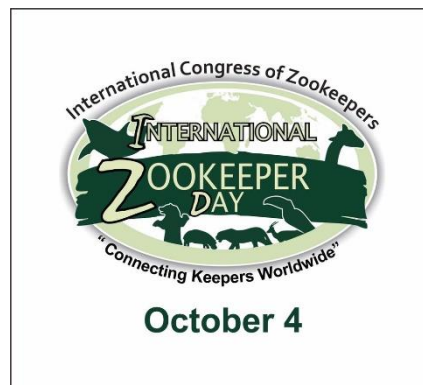
Sincerely,

*Sara Wunder Steward*

ICZ Executive Officer & Secretary

[s.steward@iczoo.org](mailto:s.steward@iczoo.org)

[www.iczoo.org](http://www.iczoo.org)





## Table of Contents

International Zookeeper Day 2020	
• Press Release.....	3
International Zookeeper Day 2020 Planning	
• Social Media Campaigns.....	4
• Share Your IZD Picture!.....	5
• Events & Activities Reference Sheet.....	6
About the International Congress of Zookeepers and International Zookeeper Day	
• Fact Sheet.....	7-8
○ What is International Congress of Zookeepers?	
○ What is International Zookeeper Day?	
○ When is International Zookeeper Day?	
○ Why October 4th?	
○ Who is International Zookeeper Day for?	
○ Why is International Zookeeper Day Important?	
○ Who should you contact with questions?	
International Zookeeper Day Logo & 2020 Logos.....	9-10



## International Zookeeper Day 2020

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### Press Release

WORLDWIDE- The International Congress of Zookeepers asks you to join in the 4th Annual Celebration of International Zookeeper Day on this October 4th. October 4th was proposed by Barcelona Zoo and AICAS (Iberian Association of Zookeepers) in honor of St. Francis of Assisi who advocated that it was the duty of men to protect and enjoy nature. The Barcelona Zoo has celebrated the Day of St. Francis since 1957!

This celebratory day includes all who make it their life's work to care for wild animals, whether they are involved with zoos, sanctuaries, aquariums, rescue centers, parks or reserves. All who work to improve and save the lives of animals shall be commemorated on this day.

This declaration comes at a time when large numbers of animal species are in great peril across the globe. Many species are facing extinction, and their ecosystems and habitats are under tremendous pressure from diverse forces, both natural and man-made. Stewardship is the last hope for many endangered species and the professionals who devote their lives to saving species by way of conservation and breeding programs, education outreach, and research work tirelessly to save these animals.

Each October 4th, the International Congress of Zookeepers, via International Zookeeper Day, will engage in programs, activities, and ceremonies which encourage education and public awareness of the important role of keepers in wildlife conservation. Please take the opportunity on October 4th to stop and reflect on the huge contribution zookeepers make to the care and conservation of all species great and small.

How will you celebrate International Zookeeper Day? Please share with us!

For more information about International Zookeeper Day, please visit the following:

Website: [ICZoo.org](http://ICZoo.org)

Facebook: [ICZ \(International Congress of Zookeepers\)](https://www.facebook.com/ICZ-International-Congress-of-Zookeepers/)

Instagram: [@iczookeepers](https://www.instagram.com/iczookeepers/)

Twitter: [International Keeper @ICZookeepers](https://twitter.com/ICZookeepers)

LinkedIn: [International Congress of Zookeepers](https://www.linkedin.com/company/international-congress-of-zookeepers/)



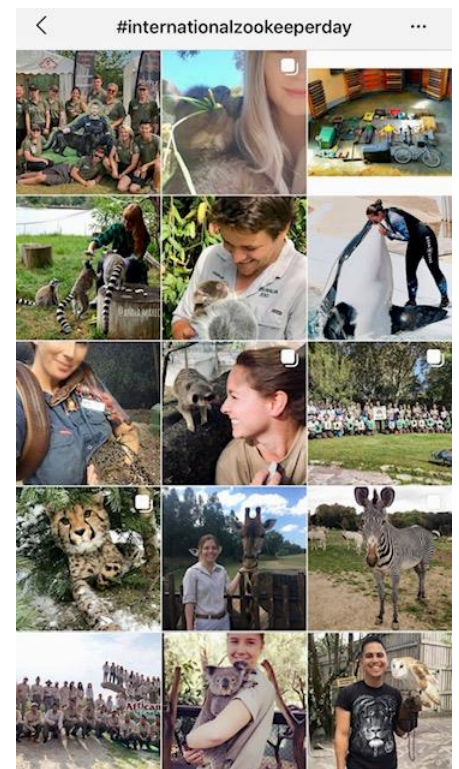
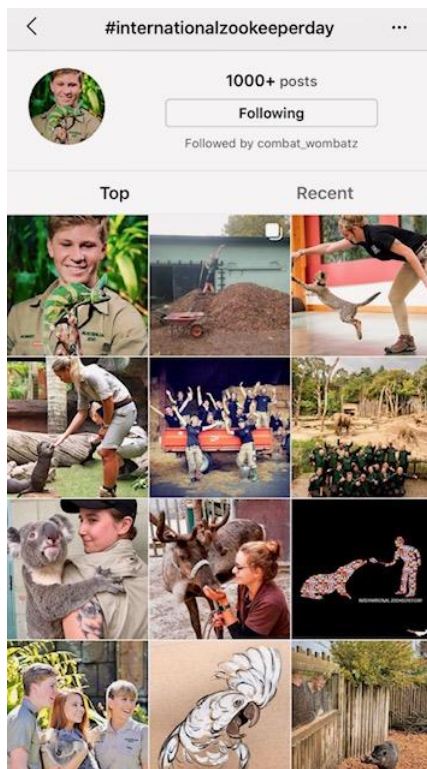
# International Zookeeper Day 2020 Planning

## Social Media Campaigns

### #internationalzookeeperday #IZD2020 #stillcaring

For the past five years, International Zookeeper Day has developed hashtags to engage and connect ICZ’s followers on social media with keepers across the world. This year, International Zookeeper Day has three hashtags specific for International Zookeeper Day 2020 to continue that trend. By using these tags across social media platforms (Facebook, Twitter, Instagram, etc.), posts will be connected and easier to search for and share. ICZ’s social media pages on Facebook, Twitter, and Instagram will continue to share your photos and posts about International Zookeeper Day this year, and further elevate the impact of the animal care field. You can also celebrate by using an IZD Facebook Profile frame.

- Facebook: ICZ (International Congress of Zookeepers)
- Instagram: @iczookeepers
- Twitter: International Keeper @ICZookeepers
- LinkedIn: International Congress of Zookeepers





## Share Your IZD Picture!

Please download the IZD Sign file attached to the International Zookeeper Day Planning Packet and get inspired! Take selfie photos during your work day of yourself, or of the animals, or in the field with the IZD Sign, but always remember to follow the social media policies of your institution or organization. Also, keep in mind of how the images of wildlife are portrayed in your photos. We do not want to distort the public's perception about the animal's themselves or what you do as a profession.

Share your images to the International Congress of Zookeepers Facebook page (International Congress of Zookeepers), Twitter (@iczokeepers), or Instagram (@iczokeepers) with the IZD 2020 hashtags. The ICZ will re-share as many of these images during IZD as possible.

Please note, by sharing a photo with the ICZ you're acknowledging the following:

*I hereby grant the International Congress of Zookeepers the non-exclusive, worldwide, perpetual right and license to use, display, reproduce, publish, transmit, and distribute my photograph on ICZ's website, social media websites, in the KeeperNotes newsletter, and/or in any other promotional materials. The grant and license shall also apply to any reprints, revised editions, or derivative works in any media or format, whether now or hereafter known, including without limitation other kinds of print media and electronic media. I agree to indemnify and hold harmless the ICZ against any damages, losses, or expenses occurring as a result of any claimed breach of warranty.*





## Events and Activities Reference Sheet

*\*With Covid-19 it is important to celebrate IZD under social distancing guidelines. Many of these activities can be altered to fit those guidelines and keep all zookeepers safe and healthy!*

- Special Keeper Talks.
- Exclusive Behind the Scenes Tours for guests. Show guests what your day is like! Give a tour for a donation to raise funds for your favorite conservation organization, your own institution, or for an enrichment fund.
- Socialize with colleagues. Play games, have a themed lunch, a social, or a happy hour.
- Hold Zookeeper Olympic Games. Have wheelbarrow relay races, who can hose the fastest uphill, who can stack the most hay bales on a truck?
- Hold relay races with an obstacle course.
- Plant a tree on zoo grounds to commemorate the special day.
- Food! Enough said! What keeper doesn't like free food?!
- Share, share, share on social media! #internationalzookeeperday #IZD2020 #still caring. Share on your personal social media outlets about International Zookeeper Day, about being a zookeeper, what zookeepers do, how you became a zookeeper, why you love your job, what parts of your job you're most grateful for, why zoos are important, or what conservation efforts have you participated in. If your institution is looking for social media content- International Zookeeper Day is always a big success!
  - #internationalzookeeperday reached
    - 3 million people in 2018!
    - 5 million people in 2019!
  - In addition to zookeepers, zoos, Associations, conservation organizations, a few celebrities have also joined in the campaign!
- Being a zookeeper is a job we cannot leave at work. It can be emotionally, mentally and physically draining, so it's important to remember self-care.
- Spend extra time with your favorite animal.
- Recognize teams or zoo areas with International Zookeeper Day Signs.
- Make a fun or educational videos. TikTok anyone?
- Create awards and have a ceremony to hand them out.
- Create a scavenger hunt for the zookeepers during lunch or after work. Win prizes!
- Make IZD shirts or buttons.
- Have a raffle with prizes!
- Have a trivia game.





## Fact Sheet about the International Congress of Zookeepers and International Zookeeper Day

### **What is the International Congress of Zookeepers?**

Founded in 2000, the International Congress of Zookeepers (ICZ) is a conglomerate of zookeeper associations from around the world. ICZ is, “Connecting Keepers Worldwide.”

### **Vision Statement**

The International Congress of Zookeepers is; a global network of zookeepers contributing to the highest standard of professional animal care and the role of zoos today.

### **Mission Statement**

ICZ will contribute to the highest standard of professional animal care by;

- Continuing to build a global network of animal care professionals
- Supporting regional associations
- Facilitating the exchange of knowledge and skills
- Promoting professionalism via training and resource sharing
- Supporting keepers involved in conservation projects

### **What is International Zookeeper Day?**

International Zookeeper Day is a celebratory day, which includes all who make it their life’s work to care for animals, whether they are involved with zoos, sanctuaries, aquariums, rescue centers, parks or reserves. All who work to improve and save the lives of animals shall be commemorated on this day.

### **When is International Zookeeper Day?**

International Zookeeper Day is the 4<sup>th</sup> of October annually.

### **Why October 4th?**

The ICZ choose October 4th because the date had already long been celebrated by the Barcelona Zoo, which is home to one of the ICZ’s founding Steering Committee members. The Barcelona Zoo has celebrated the day of St. Francis of Assisi since 1957, as the patron saint of animals. St. Francis of Assisi advocated that it was the duty of men to protect & enjoy nature.

### **Who is International Zookeeper Day for?**

International Zookeeper Day includes ALL who make it their life’s work to care for animals, whether they are involved with zoos, sanctuaries, aquariums, rescue centers, parks or reserves. ALL who work to improve and save the lives of animals shall be commemorated on this day.



## Fact Sheet about the International Congress of Zookeepers and International Zookeeper Day Continued...

### **Why is International Zookeeper Day Important?**

Many species are facing extinction at massive rates & for many we are their last hope. It's the professionals who work tirelessly to save species by way of conservation, breeding programs, education outreach, & research. The ICZ wants everyone to know that what you do is IMPORTANT and you don't receive enough recognition! Zookeepers work long days, in all weather, including weekends, holidays, and overnight for low pay. The jobs are physically demanding, can be dangerous, and generally do not end once you go home. Zookeepers deserve a day of recognition for all of their hard work.

### **Who should you contact with questions?**

Sara Wunder Steward

ICZ Executive Officer & Secretary

[s.steward@iczoo.org](mailto:s.steward@iczoo.org)





# International Zookeeper Day Logo & 2020 Logos

