

Brianna Krupunich

**MEDIA ALERT\*\*\*\*\*MEDIA ALERT\*\*\*\*\*MEDIA ALERT\*\*\*\*\*MEDIA ALERT**

**ITHACA ZOO OPENING NEW PERMANENT EXHIBIT ON BUGS**

- WHO:** Jennifer D. Scarab, Executive Director of the Ithaca Zoo  
Dr. Pat A. Waters, World Wildlife Foundation
- WHAT:** The Ithaca Zoo is opening a new permanent exhibit on bugs, “Incredible Insects.”
- WHY:** To learn about the impact bugs have on all of us and highlight the zoo’s contributions to conservation and endangered species.
- WHERE:** The announcement will be made on-site, located at 22 Animal Lane (off Route 13), Ithaca, New York. Free parking is right nearby. Note: Media will be required to show two forms of identification at the entrance.
- WHEN:** Monday, June 1, 2020  
11:30 a.m.: Press conference begins with the director.  
Noon: Lunch with a lecture by Ruud.  
1 p.m.: Guided tour of the exhibit along with insect demonstrations.  
1 p.m. to 2 p.m.: The zoo's executive director and the Animal Planet personality will be available for interviews.
- RSVP:** Brianna Krupunich, PR Representative  
Tel: 123-456-0000  
Email: [bkrupunich@ithaca.edu](mailto:bkrupunich@ithaca.edu)

###