

**Assiniboine Park Zoo Celebrates International Polar Bear Day
with an Entire Weekend of Activities**

For immediate release: Winnipeg, February 24, 2026 – Assiniboine Park Zoo invites guests to visit on Saturday, February 28, and Sunday, March 1, for a special weekend of activities celebrating International Polar Bear Day. As a leader in polar bear conservation and care, Assiniboine Park Zoo aims to raise awareness about the important role that we all play in the conservation and protection of this species.

International Polar Bear Day (February 27) is an annual awareness day created by Polar Bears International, timed to coincide with the period when polar bear moms and cubs are in their dens. This is a particularly vulnerable time for cubs, whose survival is critically important to the species.

“Polar Bear Weekend is a great opportunity for guests to learn more about conservation, connect with the Zoo’s polar bears, and understand how our work benefits their counterparts in the wild,” said Dr. Stephen Petersen, Director of Conservation and Research. “Arctic warming is a significant threat to their survival. Connecting with these amazing animals and learning how we can help them now is a great start to protecting their future.”

This year’s event features screenings of the featured animated short film, *Snow Bear*, created by Aaron Blaise, an Oscar-nominated animator and director of Disney’s *Brother Bear*. The short film story follows a lone polar bear searching for a friend in an unforgiving environment. *Snow Bear* took three years to create and consists of over 11,000 drawings.

Blaise visited Assiniboine Park Zoo last fall to see the polar bears at Journey to Churchill and draw a few sketches. In an Instagram video about his experience, he said, “What you guys have here in Winnipeg at the Zoo, just, it blows my mind, and I’m definitely coming back... I’m speechless.”

The activities listed below will take place on both Saturday and Sunday, unless otherwise noted. Most events will happen between 11:00 a.m. and 3:00 p.m. Please visit our [website](#) for a detailed schedule and more information.

- *Snow Bear* short film screenings
- Breakfast with the bears (\$)
- Polar bear zoo chats
- Gateway to the Arctic tours (Saturday only)
- Polar bear crafts
- Polar bear conservation station
- Northern Arctic discovery station
- Souvenir station - with donation proceeds supporting Assiniboine Park Zoo's [Polar Bear Rescue & Care Team](#). (\$)

Polar Bear Weekend activities are included with Zoo admission, unless noted. The Zoo is open daily from 9:00 a.m. to 4:00 p.m. Please visit [assiniboinepark.ca](#) for more information.