

**Assiniboine Park Zoo Kicks Off International Polar Bear Day
with Entire Weekend of Activities**

For immediate release: Winnipeg, February 20, 2025 – Assiniboine Park Zoo invites guests to visit on Saturday, February 22, and Sunday, February 23, 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 that coincides with the time 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.

"Arctic warming continues to be a significant threat to polar bears," said Dr. Stephen Petersen, Director of Conservation and Research. "Polar Bear Weekend is a great opportunity for guests to learn more about polar bears, our contributions to polar bear conservation, and how everyone can contribute to their protection."

Unless otherwise noted, the activities listed below will take place on both Saturday and Sunday. 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.

- AI Simmons Concert (Sunday only)
- Breakfast with the bears
- Polar Bear zoo chats
- Polar Bear crafts, puppets, and scavenger hunt
- Conservation & enrichment station
- Polar Bear cookie decorating
- Northern Arctic Discovery Station
- Souvenir Station, with proceeds supporting Assiniboine Park Conservancy's Polar Bear Rescue & Care Team.

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

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For interviews and information requests, please contact:
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