

Assiniboine Park Conservancy Connecting with the Community Through Social Media During COVID-19 Closure

For immediate release: Winnipeg, March 21, 2020 – The Assiniboine Park Conservancy is turning to social media to connect with visitors, members, supporters and the community while the Assiniboine Park Zoo and other Park attractions are closed to help reduce the risk of community spread of COVID-19.

“Through social media, we can safely bring people closer at a time when we need to be physically apart,” said Laura Cabak, Manager, Communications & Public Relations.

The Conservancy closed the Zoo and all other Park facilities and attractions to the public on Wednesday, March 18, 2020. Even though the Zoo is closed, animal care staff continue to work in the Zoo to care for the animals.

Starting Monday, March 23, the Conservancy will host LIVE Creature Features every Monday, Wednesday, and Friday at 1:00 p.m. CST on Facebook. Viewers will be introduced to different animals at the Zoo and animal care professionals will share information about animal care, enrichment, veterinary care, adaptations, and conservation.

“We want to bring entertainment, education, and joy to our friends and fans here in Winnipeg, Manitoba and around the world during these challenging times,” said Cabak.

The schedule for the upcoming two weeks is as follows:

- Monday, March 23: Animal Enrichment with Meerkats
- Wednesday, March 25: Veterinary Care with Harbour Seals
- Friday, March 27: Positive Reinforcement Training with Amur Tigers
- Monday, March 30: Tropical Adaptations with Tropical Birds
- Wednesday, April 1: Caring for Creatures with our Ambassador Animals
- Friday, April 3: Conservation and Research with Polar Bears

The schedule is also available on the [Zoo's website](#) and will be updated as further plans are developed. Additional content will be produced and shared throughout the week on Facebook and Instagram:

- Facebook: facebook.com/assiniboineparkzoo
- Instagram: instagram.com/assiniboineparkzoo

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