Dear friends,

You’ll notice that we’ve named our 2012 Annual Report “Connections” — a simple word that epitomizes the relationships between humans and animals, animals and other animals, humans and other humans, humans and Zoo Atlanta, and ultimately, Zoo Atlanta and the wild.

Our organization exists for the purpose of building and nurturing these connections. Without the relationships, memories and discoveries made here at the Zoo, we would never be able to continue to do the great work that matters most: the stewardship of more than 1,500 animals here at home and the protection of their endangered counterparts living around the world.

As we look back on just a few of the highlights of a truly outstanding year, I hope you’ll feel rewarded by the amazing accomplishments, special moments and unforgettable events made possible by your support. The Zoo Atlanta family is one of the most connected in our city, and your commitment also ensures that it remains one of the most impactful.

As always, thanks for all you do for Zoo Atlanta.

Raymond B. King
President and CEO
2012 was another productive year for animal births throughout the Zoo. Highlights included the first Guatemalan beaded lizard ever hatched at Zoo Atlanta and a second calf for critically endangered eastern bongos.

Blue-breasted kingfishers, blue crane, golden-breasted starling, milky eagle owls, Palawan peacock pheasants, parakeets, superb starlings, Taveta golden weavers, tawny frogmouth, Toco toucans, Victoria crowned pigeon, violet-backed starlings, violet turacos, wreathed hornbill, eastern bongo, golden lion tamarins, Norway rats, Madagascar hissing cockroaches, African pancake tortoises, Arakan forest turtles, Burmese black tortoises, bushmasters, copperheads, cottonmouths, Guatemalan beaded lizard, McCord’s box turtles, northern water snakes, Pan’s box turtles, radiated tortoises, tentacled snakes, Woma pythons, yellow-bellied sliders.
animals are connected to humans

We introduced all new **up-close-and-personal adventures** on the new Twiga Terrace giraffe feeding deck and in new behind-the-scenes Wild Encounters programs. No longer reserved only for a select few, these once-in-a-lifetime opportunities became accessible to regular guests for the first time, inviting visitors to meet, feed, and interact with some of the Zoo’s most charismatic wildlife.

But although 2012 was a year for connecting with new friends, if there’s one downside to embracing connections, it’s the inevitable fact of having to bid **farewell** to special members of the Zoo family.
Humans are connected to humans.

Zoo education programs are an important complement to school curriculums throughout the state of Georgia, enhancing **science education for a new generation**. In-park public programs intrigue and inspire people of all ages to pursue fundamentals of zoology and ecology. Zoo Atlanta is an invaluable resource for Georgia students and families, but our family extends far beyond the borders of our state. Our growing **social network** continued to expand throughout the U.S. and around the world.

- Students impacted by field trips: 53,450
- Total impact of in-park programs: 459,708 guests
- Total Volunteer service hours in 2012: 49,384 hours

14,826 new likes
4,710 new followers
over 275K join
Launched
Humans are connected to Zoo Atlanta

2012 brought the second-highest annual attendance ever recorded at Zoo Atlanta, second only to the 1 million guests attracted by the high-profile debut of Lun Lun and Yang Yang in 2000.

- Annual attendance: 866,425 guests
- Highest single-day attendance in Zoo Atlanta history, with more than 20,200 visitors at Walmart Sunday Funday in February 2012
- Highest-attended September on record
- Second-highest attended February and November on record
...and Zoo Atlanta is connected to the wild.

More than 200 native Georgia diamondback terrapins, gopher frogs and eastern indigo snakes crawled, hopped, or slithered back to the wild as part of head-start programs at Zoo Atlanta. While we expanded our commitment to the wildlife of our own backyard, we continued to reinforce our mission around the world, with a direct impact on endangered species and the wild places they inhabit.

One of the year’s most sobering events was the passing of the Zoo’s Rabbs’ tree frog, an animal believed to be one of only two of his kind left on Earth; the species is extinct in the wild. But the continuing story of Zoo Atlanta’s global efforts to save endangered species is no tale of gloom and doom. It’s a tribute to hope, commitment and faith in the achievements humankind can make when individuals work together to protect wildlife and wild places around the world.

- 2012 International Conservation Award from the Association of Zoos and Aquariums for the Zoo’s long-term commitment to giant pandas
- Partnership to house critically endangered ploughshare tortoises confiscated from the illegal wildlife trade
- Telmatobius mendelsonii: New frog species named for Joe Mendelson, PhD, Director of Herpetological Research
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