



## SEQUOIA PARK ZOO FOUNDATION WELCOMES NEW EXECUTIVE DIRECTOR!

The Sequoia Park Zoo Foundation (SPZF) is excited to welcome David Reed as the new Executive Director of the Foundation. Reed brings 26 years of fundraising and non-profit management experience to the Zoo Foundation. SPZF President Michael Dearden states, "David Reed's knowledge, expertise and community connections will be put to good use, bringing people who love the Sequoia Park Zoo together with projects that support the animals, conservation and future improvements to the Zoo. David joins a dedicated staff at the Foundation, a strong team working every day to further the missions of both the Sequoia Park Zoo & Foundation."

Reed says, "my time with Redwood Parks Conservancy and KHSU, securing funds for capital campaigns and projects like the Grove of Titans in Jedediah Smith State Park and supporting the return of California Condors to the redwoods, ties directly into the future here at Sequoia Park Zoo." He continues, "the Foundation has been a partner in every large project here since 2004, and in that time, SPZF has raised more than \$13-million to make projects like the Redwood Sky Walk, Watershed Heroes, and Bear/Coyote habitat possible. I'm honored to lead the Foundation as we help realize the vision of the Zoo master plan."

David Reed grew up in Eureka and remembers Sequoia Park Zoo being a big part of his childhood. Today, he says he sees a new Sequoia Park Zoo in his own kids' eyes, remarking, "my wife and I started taking our girls here in strollers. Now they come to learn about animals, conservation, our impact on the Earth and just to have fun. I want that for everyone."

### ABOUT THE SEQUOIA PARK ZOO FOUNDATION

The Sequoia Park Zoo Foundation is a 501(c)(3) established in 2004 and is the philanthropic, nonprofit partner that supports the Sequoia Park Zoo. The Foundation has raised more than \$13 million since its inception. The Foundation has been successful in securing funding for many capital projects at the Zoo, including the construction of new animal habitats, ongoing maintenance, exhibit renovations and building facilities to support animals, education, guest services and conservation efforts. The Sequoia Park Zoo Foundation promotes and stimulates interest in the Sequoia Park Zoo, and supports the Zoo's development and programs through fundraising, promotions and other initiatives designed to enhance the Zoo experience. For more information, visit [sequoiaparkzoo.net](http://sequoiaparkzoo.net).