



# San Diego Zoo Wildlife Alliance



**"YOU CAN'T REPLACE WILDLIFE ONCE IT'S GONE"  
A TV PUBLIC SERVICE CAMPAIGN**

## **ABOUT SAN DIEGO ZOO WILDLIFE ALLIANCE**

San Diego Zoo Wildlife Alliance is an international, nonprofit conservation organization with two front doors: the San Diego Zoo and the San Diego Zoo Safari Park. We integrate wildlife health and care, science, and education to develop sustainable conservation solutions.

San Diego Zoo Wildlife Alliance is committed to saving species worldwide by uniting our expertise in animal care and conservation science with our dedication to inspiring passion for nature.

For more information, please visit [sdzwa.org](http://sdzwa.org).



# Learn more about San Diego Zoo Wildlife Alliance

ABOUT



FACEBOOK



TWITTER

Dear Public Service Director,

I recently joined the San Diego Zoo Wildlife Alliance after more than a decade at Universal Studios Hollywood, where I had the opportunity to help launch the Wizarding World of Harry Potter and several other exciting experiences. Building on the idea that unique experiences are what inspire us to take action and create lasting memories, I am excited and honored to be part of an organization that has such a noble mission of saving wildlife, an objective that is so very important to the future of our planet.

At the San Diego Zoo Wildlife Alliance, I've been able to dive much deeper into the world of wildlife conservation. From climate change to wildlife trafficking, many of our planet's most majestic species are facing real threats. We are aligning with conservation organizations around the world to meet this crisis and make a real impact for wildlife.

And we need your help. Please join us in our efforts to save wildlife by informing your audience of these issues and airing our new PSAs. You can be a part of the Alliance that's powering real, innovative solutions and ultimately creating a world where all life thrives.

The PSAs, **which use will end on August 5, 2022**, also encourage viewers to visit [sdzwa.org](http://sdzwa.org) for more information.

If you have any questions regarding this PSA campaign, please contact our distribution representative at Connect360 Multimedia, Emely Rivas (212-624-9195; [erivas@c360m.com](mailto:erivas@c360m.com)).

Thank you in advance for your consideration and support of wildlife conservation.

Sincerely,

A handwritten signature in blue ink, appearing to read "David Miller".

David Miller  
Chief Marketing Officer  
San Diego Zoo Wildlife Alliance

## Imposters

San Diego Zoo Wildlife Alliance is committed to inspiring passion for nature and creating a world where all life thrives.

To learn more, please watch our latest public service announcement, titled "**Imposters.**" **This PSA can be used until August 5, 2022.** We hope that you will air this campaign as soon and as often as possible.



<b>"Imposters" (:15)</b>	
1. Shot of a forest, switch to shots of a sheep dressed as a peacock, bleating.	<b><u>MUSIC UP AND UNDER</u></b>
2. Shot of sheep dressed as a giraffe walking across savanna.	
3. Close up shot of sheep dressed as a penguin, switch to shot of sheep dressed as a penguin and standing on large piece of ice.	<b><u>NARRATOR V/O:</u></b> <i>You can't replace wildlife once it's gone.</i>
4. Shot of penguins walking, switch to close-up shot of lion's eyes.	<b><u>NARRATOR V/O:</u></b> <i>Join our mission to protect their future.</i>
5. Shot of giraffes walking across savanna.  <b><u>GRAPHIC:</u></b> San Diego Zoo Wildlife Alliance logo Join or visit us today. sdzwa.org	<b><u>NARRATOR V/O:</u></b> <i>Join the San Diego Zoo Wildlife Alliance.</i>  <b><u>FADE SOUND AND PICTURE OUT</u></b>
<b>"Lion" (:15)</b>	
1. Shot of a savanna, switch to close up shot of animal feet, switch to shots of sheep dressed as antelope and lion.	<b><u>MUSIC UP AND UNDER</u></b>
2. Shot sheep dressed as antelope and lion walking across the savanna.	<b><u>NARRATOR V/O:</u></b> <i>You can't replace wildlife once it's gone.</i>



<b>"Lion" (:15) Continued</b>	
<p>3. Close-up shot of lion's eyes, switch to shot of penguins walking.</p>	<p><b><u>NARRATOR V/O:</u></b> <i>Join our mission to protect their future.</i></p>
<p>4. Shot of giraffes walking across a savanna.</p> <p><b><u>GRAPHIC:</u></b> San Diego Zoo Wildlife Alliance logo Join or visit us today. sdzwa.org</p>	<p><b><u>NARRATOR V/O:</u></b> <i>Join the San Diego Zoo Wildlife Alliance.</i></p> <p><b><u>FADE SOUND AND PICTURE OUT</u></b></p>
<b>"Giraffe" (:15)</b>	
<p>1. Shot of savanna, switch to shot of sheep dressed as a giraffe.</p>	<p><b><u>MUSIC UP AND UNDER</u></b></p>
<p>2. Shot of sheep dressed as a giraffe walking across a savanna.</p>	<p><b><u>NARRATOR V/O:</u></b> <i>You can't replace wildlife once it's gone.</i></p>
<p>3. Close-up shot of lion's eyes, switch to shot of penguins walking.</p>	<p><b><u>NARRATOR V/O:</u></b> <i>Join our mission to protect their future.</i></p>
<p>4. Shot of giraffes walking across a savanna, switch to shot of sheep dressed as giraffe.</p> <p><b><u>GRAPHIC:</u></b> San Diego Zoo Wildlife Alliance logo Join or visit us today. sdzwa.org</p>	<p><b><u>NARRATOR V/O:</u></b> <i>Join the San Diego Zoo Wildlife Alliance.</i></p> <p><b><u>FADE SOUND AND PICTURE OUT</u></b></p>

## AVAILABLE FOR DIGITAL DOWNLOAD

These PSAs are available for digital download below:

<https://psaconnect.c360m.com/sdzwa/>

**These PSAs can be used until August 5, 2022.**

"Imposters" (:30, :15)

"Lion" (:15)

"Giraffe" (:15)

Please let us know your preferences on receiving PSAs by contacting Emely Rivas via e-mail at [erivas@c360m.com](mailto:erivas@c360m.com) or by phone at (212) 624-9195.



# 501(c)(3) Certificate:



Department of the Treasury  
Internal Revenue Service

P.O. Box 2508  
Cincinnati OH 45201

In reply refer to: 0248442390  
Feb. 21, 2013 LTR 4168C E0  
95-1648219 000000 00

00024258

800C: TE

ZOOLOGICAL SOCIETY OF SAN DIEGO  
% PAULA BROCK CFO  
PO BOX 120551  
SAN DIEGO CA 92112-0551



107943

Employer Identification Number: 95-1648219  
Person to Contact: MR. PATTERSON  
Toll Free Telephone Number: 1-877-829-5520

Dear TAXPAYER:

This is in response to your Feb. 11, 2013, request for information regarding your tax-exempt status.

Our records indicate that you were recognized as exempt under section 501(c)(3) of the Internal Revenue Code in a determination letter issued in APRIL 1962.

Our records also indicate that you are not a private foundation within the meaning of section 509(a) of the Code because you are described in section 509(a)(2).

Donors may deduct contributions to you as provided in section 170 of the Code. Bequests, legacies, devises, transfers, or gifts to you or for your use are deductible for Federal estate and gift tax purposes if they meet the applicable provisions of sections 2055, 2106, and 2522 of the Code.

Please refer to our website [www.irs.gov/eo](http://www.irs.gov/eo) for information regarding filing requirements. Specifically, section 6033(j) of the Code provides that failure to file an annual information return for three consecutive years results in revocation of tax-exempt status as of the filing due date of the third return for organizations required to file. We will publish a list of organizations whose tax-exempt status was revoked under section 6033(j) of the Code on our website beginning in early 2011.



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Wildlife Alliance**

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