



**San Diego Zoo
Wildlife Alliance**



**“THANK YOU FOR BEING A FRIEND”
A TV PUBLIC SERVICE CAMPAIGN**



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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.



Learn more about San Diego Zoo Wildlife Alliance

ABOUT



FACEBOOK



TWITTER

Dear Station Manager and Ally for Wildlife,

For more than 100 years, San Diego Zoo Wildlife Alliance has worked to save, protect, and care for the world's wildlife. From the world-famous San Diego Zoo and San Diego Zoo Safari Park—and in field locations around the globe—we're developing cutting-edge conservation solutions, none of which is possible without the support of [allies like you](#).

[As our broadcast partner, you bring hope to wildlife](#) and the planet we all share—and we need your help! Our ask is to air our new PSA, "**Thank You for Being a Friend/Become a Friend**" (:60, :30), showcasing all that you and our allies make possible for wildlife around the globe. Singing a familiar tune, our conservationists take viewers on a journey as our team protects polar bears in the high Arctic, cares for sloths in the Amazon jungle, and saves rhinos across the savanna—all while thanking you, our incredible allies, for being a friend to wildlife worldwide.

"**Thank You For Being a Friend/Become a Friend**" (:60, :30) is our primary PSA for this campaign, and we hope you will share it with your audience soon—and often! A second option, "**Thank You For Being a Friend/Learn More**" (:60, :30), is also available for use, and both versions illustrate the need for us to help wildlife worldwide. Neither spot has an end date, and both encourage your audience to visit sdzwa.org/friend for more information.

If you have any questions about this PSA campaign, please contact our distribution partner, Shaliza Thomas at Connect360 Multimedia, at (212) 624-9187 or sthomas@c360m.com.

On behalf of all of us at San Diego Zoo Wildlife Alliance, thank you for being a friend, thank you for all of your support, and [thank you for being an ally for wildlife](#).

Yours in conservation,

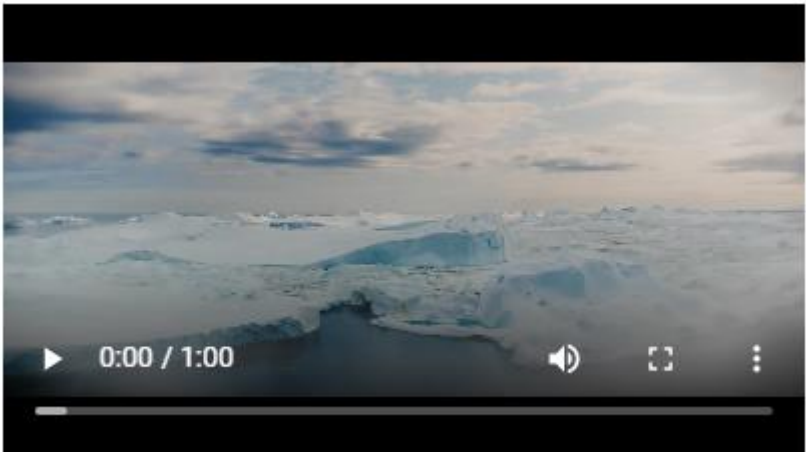


David Miller
Chief Marketing Officer
San Diego Zoo Wildlife Alliance

Thank You for Being a Friend

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 "**Thank You for Being a Friend/Become a Friend.**" **This PSA has no end date for use.** We hope that you will air this campaign as soon and as often as possible.



TV PSA SCRIPTS

"Thank You For Being a Friend/Become a Friend" (:60)

MAN 1 O/C: It's getting stronger.

MAN 2 O/C: Yeah. You know we couldn't protect them if it wasn't for our supporters.

MAN 1 O/C: Well, maybe we should thank them?

MAN 2 O/C: *(singing)* Thank you for being a friend.

MAN 1 and MAN 2 O/C: *(singing)* Travel down the road and back again.

WOMAN 1: *(singing)* Your heart is true,

WOMAN 1 and WOMAN 2 O/C: *(singing)* you're a pal and a confidant.

WOMAN 3 and WOMAN 4 O/C: *(singing)* I'm not ashamed to say

MAN 3 O/C: *(singing)* I hope it always will stay this way.

MAN 1 and MAN 2 O/C: *(singing)* My hat is off,

MAN 4 O/C: *(singing)* won't you stand up and take a bow.

WOMAN 1 and WOMAN 2 O/C: *(singing)* Thank you for being a friend.

MAN 5 and WOMAN 5 O/C: Thank you for being a friend.

WOMAN 3 and WOMAN 4 O/C: *(singing)* Thank you for being a friend.

WOMAN 6 O/C: Thanks for being a friend.

TV PSA SCRIPTS

"Thank You For Being a Friend/Become a Friend" (:30)

MAN 1 O/C: Thank you.

MAN 2 O/C: Yes thank you *(singing)* for being a friend.

MAN 1 and MAN 2 O/C: *(singing)* Travel down the road and back again.

WOMAN 1 O/C: *(singing)* Your heart is true,

WOMAN 1 and WOMAN 2 O/C: *(singing)* you're a pal and a confidant.

MAN 3 O/C: *(singing)* Thank you for being a friend.

WOMAN 3 and WOMAN 4 O/C: *(singing)* Thank you for being a friend.

WOMAN 5 O/C: Thanks for being a friend.

AVAILABLE FOR DIGITAL DOWNLOAD

These PSAs are available for digital download below:

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

These PSAs have no end date for use.

"Thank You for Being a Friend/Become a Friend" (:60, :30)

"Thank You for Being a Friend/Learn More" (:60, :30)

Please let us know your preferences on receiving PSAs by contacting Shaliza Thomas via e-mail at sthomas@c360m.com or by phone at (212) 624-9187.

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
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BODC: 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 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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sdzwa.org