



**San Diego Zoo  
Wildlife Alliance**



**"THANK YOU FOR BEING A FRIEND"  
A RADIO PUBLIC SERVICE CAMPAIGN**



This is a Connect360 EPK™ (Electronic PSA Kit). EPK™ is a trademark owned by Connect360 Multimedia.

## 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 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**" (:60, :30), showcasing all that you and our allies make possible for wildlife around the globe. Singing a familiar tune, our conservationists take listeners on a journey as our team protects wildlife around the globe—all while thanking you, our incredible allies, for being a friend to wildlife worldwide. The PSA, which has no end date for use, also encourages your audience to visit [sdzwa.org/friend](http://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](mailto: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 listen to our latest public service announcement, titled "**Thank You for Being 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.



## RADIO PSA SCRIPTS

### "Thank You For Being a Friend" (:60)

**NARRATOR V/O:** Wildlife around the globe needs help. And when you help protect them, you become a friend of the San Diego Zoo Wildlife Alliance. A real friend. The kind of friend you want to thank. And not just with a card or a text, but with a song.

**MAN 1 V/O (SINGING):** Thank you for being a friend.

**WOMAN 1 V/O (SINGING):** Travel down the road and back again.

**MAN 2 V/O (SINGING):** Your heart is true. You're a pal and a confidant.

**ALL V/O (SINGING):** Thank you for being a friend. Thank you for being a friend. Thank you for being a friend.

**NARRATOR V/O:** From your friends at the San Diego Zoo Wildlife Alliance, thank you for helping protect wildlife around the globe. Without you, there's no them. Learn more at [sdzwa.org/friend](http://sdzwa.org/friend).

**ALL V/O (SINGING):** Thank you for being a friend.

## RADIO PSA SCRIPTS

### "Thank You For Being a Friend" (:30)

**NARRATOR V/O:** Wildlife around the globe needs help. And when you help protect them, you become a friend of the San Diego Zoo Wildlife Alliance.

**MAN 1 V/O (SINGING):** Thank you for being a friend.

**WOMAN 1 V/O (SINGING):** Travel down the road and back again.

**MAN 2 V/O (SINGING):** Your heart is true. You're a pal and a confidant.

**NARRATOR V/O:** Thank you for helping protect wildlife around the globe. Without you, there's no them. Learn more at [sdzwa.org/friend](http://sdzwa.org/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" (:60, :30)

Connect360 has developed an easier way for stations to report PSA airings via a new website. This replaces our PSA reply forms and sending responses by fax or e-mail.

Please visit the following website to provide PSA usage information for this campaign: <http://psa.c360m.com/?p=T143245>

Please let us know your preferences on receiving PSAs by contacting Shaliza Thomas via e-mail at [sthomas@c360m.com](mailto: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  
95-1648219 000000 00  
00024258  
BODC: TE

ZOOLOGICAL SOCIETY OF SAN DIEGO  
N 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.



**San Diego Zoo  
Wildlife Alliance**

[sdzwa.org](http://sdzwa.org)