



San Diego Zoo Wildlife Alliance

Dear 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 print partner, you bring hope to wildlife and the planet we all share—and we need your help! Our ask is to run our new PSAs, **“Without You There's No Them”** which is a part of our new *“Thank You For Being a Friend”* campaign. The PSAs demonstrate the crucial role we all share in the survival of wildlife and thank you, our incredible allies, for being a friend to wildlife worldwide. These PSAs, which have no end date for use, also encourage your readers 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

WITHOUT YOU THERE'S NO THEM



**San Diego Zoo
Wildlife Alliance**

The world's most extraordinary
wildlife are relying on us to survive.
Thank you for becoming a friend.



WITHOUT
YOU
THERE'S NO
THEM



**San Diego Zoo
Wildlife Alliance**

You play a crucial role in the survival of
the world's most extraordinary wildlife.
Scan Code to Become a Friend

