



TORONTO ZOO – PRESS KIT

SENT TO MEMBERS OF THE PRESS, THIS PACKAGE CONTAINED:

A LETTER WRITTEN BY JEALOUS ORDINARY ANIMALS AGAINST THE TORONTO ZOO'S EXTRAORDINARY ANIMALS, OTHERWISE KNOWN AS J.O.A.A.T.T.Z.E.A, URGING JOURNALISTS TO WRITE ABOUT THEIR PLIGHT, CANDID PHOTOS FROM THE PIGEON PROTEST RALLY, TINY PIGEON PICKET SIGNS, THE TV SPOTS, AND A TORONTO ZOO T-SHIRT THAT HAD BEEN POOPED ON BY A JEALOUS PIGEON.