

# MEDIA ALERT

For immediate release | 11.6.24



## Media Contact:

**Jennifer Ortega** | Senior Communications Strategist  
559.415.6200 | [jortega@fresnochaffeezoo.org](mailto:jortega@fresnochaffeezoo.org)

## **FRESNO CHAFFEE ZOO AND MADERA UNIFIED SCHOOL DISTRICT LAUNCH "CHANGE FOR CHANGE" FUNDRAISER TO CELEBRATE BABY ELEPHANT PREPARATIONS**

November 4<sup>th</sup> – 15<sup>th</sup>

**FRESNO (November 6, 2024)** – In celebration of the arrival of Fresno Chaffee Zoo's first-ever African elephant calves, the Zoo has partnered with Madera Unified School District to launch "Change for Change", a community driven fundraiser to support preparations for the baby elephants. The campaign invites Madera Unified students and families to contribute spare change through a fun and impactful initiative.

Each elementary school classroom in the Madera Unified School District will have a designated coin container, giving students the chance to make a meaningful impact while fostering a spirit of giving. The top three classrooms that raise the most funds will win a visit from the ZooMobile, bringing the magic of the Zoo directly to the classroom. Thanks to the generosity of lead donors Claude Laval and Louis and Dena McMurray, along with supporting donors Cynthia Smith, Community Care Health, and Premier Valley Bank, every cent raised by Madera Unified students will be matched dollar for dollar up to \$150,000.

"We're excited to partner with Fresno Chaffee Zoo on 'Change for Change'. This initiative allows our students to make a meaningful impact while learning about conservation and community involvement through the simple act of collecting spare change," said Arelis Garcia, Chief Financial Officer of Madera Unified School District.

The Zoo invites the community to join in the excitement by sending any spare change to participating classrooms. With every coin collected, students are contributing to a cause that promotes conservation, education, and family-friendly fun. For more information on how to participate, please contact Fresno Chaffee Zoo's Development Department at [giving@fresnochaffeezoo.org](mailto:giving@fresnochaffeezoo.org).

###

"Fresno Chaffee Zoo inspires people to care for animals, create connections, build community, and save wildlife."