



## **Media Advisory - Invitation to Cover**

### **FRESNO CHAFFEE ZOO, CALIFORNIA POISON CONTROL TEAM UP TO EDUCATE RESIDENTS AND VISITORS ABOUT RATTLESNAKE DANGERS DURING NATIONAL POISON PREVENTION WEEK**

- What:** Rattlesnake Awareness Media Briefing
- Who:** Dr. Rais Vohra, Associate Medical Director, California Poison Control  
Mark Halvorsen, Curator, Fresno Chaffee Zoo
- Where:** Fresno Chaffee Zoo Reptile Building  
894 W. Belmont Avenue  
Fresno, CA 93728
- When:** Wednesday, March 21, 2018; 11 a.m.

**Fresno Chaffee Zoo** ([www.fresnochaffeezoo.org](http://www.fresnochaffeezoo.org)) and **California Poison Control System** (<http://www.calpoison.org>) would like to remind all California residents to be aware of rattlesnakes that are waking up from hibernation because of the arrival warmer weather. Due to the heavy rains experienced in California last year, this spring has the potential of seeing an increase in rattlesnake activity. Female snakes are potentially giving birth to a bumper crop of babies, and California residents should be aware and cautious; even newborn rattlesnakes possess dangerous venom.

A snake bite in the wilderness is one of the most feared encounters in the great outdoors. During this briefing, zookeepers and emergency medicine experts will be teaming up to present a few simple guidelines and first aid measures that can help outdoor enthusiasts stay safe, calm, and healthy on the Central Valley's majestic wilderness trails this spring.

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