



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, 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:** Friday, March 22, 2019; 11 a.m.

Fresno Chaffee Zoo (www.fresnochaffeezoo.org) and **California Poison Control System** (<http://www.calpoison.org>) are observing National Poison Prevention Week with a press briefing reminding all California residents to be aware of rattlesnakes that are waking up from hibernation. Due to the heavy rains and unprecedented wildfires experienced throughout California early this year and late last year, this spring has the potential to see unusual rattlesnake activity. The destruction of the landscape throughout the state may mean rattlesnakes showing up in areas with changed topography and in unexpected hiding places. 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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