

NEWS

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FRESNO CHAFFEE ZOO PARTNERS WITH CITY OF FRESNO FOR PURPLE PIPE PROJECT TO ENHANCE WATER CONSERVATION

FRESNO (September 10, 2024) - Fresno Chaffee Zoo, in partnership with the City of Fresno, has officially launched the installation of the Purple Pipe Project, a reclaimed water main line, to enhance irrigation efforts throughout the Zoo's grounds. The project, which began on September 3, 2024, is expected to be completed by October 2024. This initiative is made possible through the support of Measure Z.

The project will lower overall water usage, preserve local water supplies, and ensure the health of the Zoo's gardens and exhibits, even during droughts or water restrictions. As a key component of the Zoo's sustainability strategy, the Purple Pipe Project also serves as an educational tool, promoting awareness of water conservation and responsible water use.

"We could not make this critical infrastructure upgrade possible without the support of Measure Z," said Jon Forrest Dohlin, CEO and Director at Fresno Chaffee Zoo. "This project not only reflects our commitment to environmental stewardship but also aligns with our mission to educate the public on sustainable business practices."

"Recycled water is a cornerstone of our City's commitment to responsible water use, and the Purple Pipe Project at the Fresno Chaffee Zoo is a major step forward in that mission," said Mayor Jerry Dyer. "We're already seeing the benefits of reclaimed water in sustaining local parks and agricultural areas. Now, we're excited to extend that same sustainable approach to the beautiful landscapes at our world-class zoo, ensuring they thrive for the enjoyment of everyone."

While the installation of the reclaimed water system is an exciting addition to Fresno Chaffee Zoo, it may temporarily impact the guest experience. To minimize disruptions, the Zoo encourages visitors to use the Olive Avenue entrance instead of the Belmont Avenue entrance during the project's duration.

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