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CONTACT: Megan O'Shea
Communications Manager
414.758.9502
megan.oshea@milwaukeecountywi.gov

**THE MILWAUKEE COUNTY ZOO AND ZOOLOGICAL SOCIETY OF MILWAUKEE
ANNOUNCE NEW MISSION AND VISION**

Joint strategic and master plan, "Our Zoo, Our future," elevates commitment to the future

MILWAUKEE, WI (April 10, 2025) – The Milwaukee County Zoo (MCZ) and its nonprofit partner, the Zoological Society of Milwaukee (ZSM) are pleased to announce a new vision, mission, and strategic plan. The initiative, "Our Zoo, Our Future," will align the organizations' resources and activities around one overarching goal: to build, cultivate and sustain thriving communities that bring people, wildlife and wild places together – at the Zoo, throughout Wisconsin, across the United States, and with its partners around the world. The plan includes a modernized update to the current Zoo master plan and focuses on continuing to position MCZ as an elite destination for guests and employees.

"The Milwaukee County Zoo is a catalyst in our community, serving as a thriving public space that makes our region one where guests of all ages can engage with empathy, curiosity, and connection," Milwaukee County Executive David Crowley stated. "The Zoo's inclusive culture makes us proud of the work they do to support Milwaukee County's commitment to equity in all measurable areas. Partnerships drive us forward and I support the commitment MCZ and ZSM have solidified to work towards their new mission and vision. Milwaukee County is currently implementing its own strategic plan, the first in 20 years, and I am proud to see us all aligned in a similar vision for what the future can be."

Under the new vision statement – A world where wildlife and people thrive and new mission statement - Inspire people to conserve wildlife and wild places -the joint coalition has established three key commitments to guide how the Zoo will achieve its mission and strengthen its place in the community.

- **Care:** Enhancing wellbeing and pursuing the highest standards in veterinary care, husbandry and zoo habitat design.
- **Connect:** Immersing people in nature and creating memorable, educational experiences that inspire empathy and environmental action.
- **Conserve:** Saving wildlife and wild places here and across the globe by leading and partnering on conservation projects.

"This is our shared plan to get to a world where people, wildlife and wild places thrive," said Amos Morris, Executive Zoo Director. "The work will begin right here in Milwaukee with supporting and

sustaining thriving communities, both human and wild, together in a way they could not anywhere else in Wisconsin.”

MCZ and ZSM will focus on leading as an innovator in 21st- century animal care and conservation in Wisconsin and around the globe. The future will center on adding habitats that align with a modern approach in animal care and adding animals and immersive experiences for the community to share and learn from.

“We know we can only realize our full potential together, as one Zoo coalition and we are thrilled to move forward into the future with MCZ and ZSM committed to a shared mission, vision and strategic plan,” said ZSM President and CEO Jodi Gibson. “The next 5-10 years will be important as we begin discussions with the community and our stakeholders to share our future vision of the new path for the Zoo. We are all very excited for what is to come.”

For more than a century, MCZ and ZSM have partnered together on projects, including building the Zoo at its current location, spanning 190 acres, as well as three prior capital campaigns focused on new animal habitats. Under the shared vision and mission, MCZ and ZSM are setting the Zoo up for additional future success and modernization with one coalition leading the way.

To learn more about “Our Zoo, Our Future,” visit MCZ’s website at <https://milwaukeezoo.org> or the ZSM website at www.zoosociety.org.

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