

**Assiniboine Park Zoo to Host an Entire Weekend  
of Activities Dedicated to International Polar Bear Day**

**For immediate release:** Winnipeg, February 22, 2024 – The Assiniboine Park Zoo has planned special activities on Saturday, February 24, and Sunday, February 25 to mark International Polar Bear Day and raise awareness about the important role modern zoos play in the conservation and protection of the species.

International Polar Bear Day (February 27) is an annual day of awareness created by Polar Bears International that coincides with the time period when polar bear moms and cubs are in their dens. This is a particularly vulnerable time for cubs whose survival is critically important to the species.

“International Polar Bear Day provides a chance for guests to engage with the Zoo’s bears and understand our contributions to polar bear conservation, aiding their counterparts in the wild,” said Dr. Stephen Petersen, Director of Conservation and Research. “Arctic warming poses a significant threat to polar bears, but learning about how each of us can contribute to their protection is a great start to help them.”

**Activities listed below will take place on Saturday and Sunday unless otherwise noted.** Most events will happen between 11:00 am and 2:00 pm. Please visit the [website](#) for a detailed schedule and more information.

- All Simmons Concert (Saturday only)
- Face Painting with Heather’s Pretty Parties (Sunday only)
- Breakfast with the Bears
- Polar Bear Zoo Chats
- Polar Bear Crafts with Canadian Parks & Wilderness
- Conservation and Enrichment Station
- Northern Arctic Discovery Station
- Souvenir Station

Proceeds of the souvenir station support the work of the Assiniboine Park Conservancy’s Polar Bear Rescue & Care Team.

The Zoo is open daily from 9:00 am to 4:00 pm. Please visit [assiniboinepark.ca](http://assiniboinepark.ca) for more information.

**Media are invited to attend the Polar Bear Chat at Tundra Grill on February 24 at 10:30 am.** Bears are expected to be visible at this time and members of the Zoo team will be available for interviews. **Please reply to this email to confirm attendance.**