

Refuge for Them, Refuge for You.



Brief Objectives

The objective for this project was to find a way to make 16-21 olds not just visit the Zoo one time, but to **frequently return** to the Peoria Zoo and become **invested** in its future.

Audience

Teenagers & Young Adults, at a tumultuous period in their life marked by **stress** and **anxiety**.

Competition

The zoo faces competition from nearby outdoor attractions such as the Forest Park Nature Center, Tanner's Orchard, and Miller Park Zoo.

Distractions

Social media, school, video games.

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Our vision is to transform the Zoo into the **go-to space for self-care** in Peoria. Adolescents are at an emotionally turbulent point in their lives. [Research shows](#) that walking in nature is an effective tool to reduce depression and anxiety. We want them to have a third space outside of school and home for them to recenter themselves, **connect with nature**, and escape from the stress of their work, home, and social lives.

We posit that the Zoo could pivot to this youth strategy at a low cost through multiple vehicles, including discount “season pass” for students, resources showing breathing techniques throughout the park, goat yoga, and relaxing scavenger hunts to **keep them engaged**.

4

Breathe in as deeply as you can for 4 seconds.



7

Hold your breath for 7 seconds.

8

Exhale as much as you can for 8 seconds.

Take a moment to relax your body. This breathing exercise can give you an opportunity to relax, refocus, and reduce anxiety.

Mindfulness helps relax and ground you, letting you stay in the moment while letting go of stress.




Focus on where you're putting each foot as you walk.


Listen to the sounds of the Zoo around you.

Feel the air in your lungs, and the way your body feels.

Instagram Demo

Company 11:11 p.m.






TheRealPeoriaZoo 






222 Post 513 Followers 558 Followings

[Edit Profile](#)

Creating connections that inspire an appreciation for and encourage actions to conserve... more



Company 11:11 p.m.


← Gallery



TheRealPeoriaZoo
therealpeoriazoo 





**Refuge for Them,
Refuge for You.**

 132 Likes
27th December 2019

 3  2

Example TikTok





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SEASONAL EXPERIENCES



Goat Yoga at the Zoo

Available This Summer

Event Date:

Time:



Privacy & Terms

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Meditation at the Zoo!

August 18 @ 6:00 pm - 9:30 pm



This summer, Meditation at the Zoo will give zoogoers a chance to relax and unwind, surrounded by nature. This year's Meditation at the Zoo will take place next to the lion and giraffe enclosure.

Meditation at the Zoo is free and takes place during normal zoo hours, space is limited.

Every Wednesday

5:00-6:00pm

[Add to calendar](#)

DETAILS

Date:

May 7

Time:

VENUE

Peoria Zoo

2320 N Prospect Rd

Peoria, IL 61603 United States ±

[Google Map](#)

[Open in Maps](#)


Interactive Activities

Interactive activities are a good way to keep people engaged while visiting the Peoria Zoo.

Scavenger Hunt

- Every day, a small photo of an animal from the zoo will be placed somewhere in the Zoo. Visitors can take a picture with the animal with #PeoriaZooHunt

Riddles

- Visitors will be given a card with riddles tied to something in the park.
- Once the riddle is solved in each location, visitors should go to each location where it is referring to

Password Challenge

- Locate the marked letters on the each exhibit posters to reveal the hidden password.
- Present your completed sentence to the gift shop staff.
- Once verified, turn in your entry card to receive your prize!
- (If your password is incorrect, don't worry—you can try again.)

Face paint

- Monkeys
- Tiger
- Lion
- Turtle
- Giraffe
- Elephant

Why Choose Us

We're offering the chance for the Peoria Zoo to be a brief refuge for young people in Peoria. We will help you ingrain the Peoria Zoo as *the* place to escape the stresses of daily life, admire nature, and build a strong positive association with the Zoo. Not just now, but also in the future.

We recognize that any public benefit is difficult to fund, and is only possible through the very passionate people that maintain it. We believe that have chosen an easy, cost effective way for you to reach your audience that will not require the Zoo to overextend its resources, budget, and staff.

A scenic landscape featuring a calm lake in the center, surrounded by dense evergreen forests. In the background, misty mountains rise under a soft sky. A wooden bench sits on a grassy bank in the foreground. A large green shape with rounded corners is overlaid on the right side of the image, containing the text "Thank You!".

**Thank
You!**