




Connecting with Gen Z (ages 16-21)

Making the Peoria Zoo a
more welcoming place

THE BIG IDEA!

The Peoria Zoo should **coordinate with local schools and universities** to frequently host events that correspond with student life, **create low pressure spaces for students to reside in**, and **establish connections with other businesses/organizations** that are both relevant and of high interest to their students.



What?

- The Peoria Zoo is not just a place you go to, it's also an experience and a **chance to connect**, as well as a organization who **connects with its community**.

How/Where?

- **Social Media** (mainly Instagram)
- **Ad displays around neighboring schools** (i.e. Bradley, ICC, etc)
- **Local businesses** (i.e. Zion Coffee)
- **Info booths** at local events

Why?

- The Peoria Zoo has **real animals from around the world** that they have the chance to experience and learn from. They also get the chance to learn about the real positive conservation impact that zoo's can have. This can spark further interest in conservation and possibly a career in conservation.
- The Peoria Zoo has **AZA-accredited care and global partnerships**. Students can be assured that the animals are getting high quality care.
- The Peoria Zoo has **authentic experiences** with behind-the-scenes access, interactive tech, events, and conservation stories they can see and share

Pair up with local
businesses

BREW WITH THE ZOO!

Join us at Zion in Peoria
to grab a themed brew
and learn about us!

4/1/2026
10 AM - 11 AM





THE WILD IS
WAITING



Scan me!



THE WILD IS
WAITING



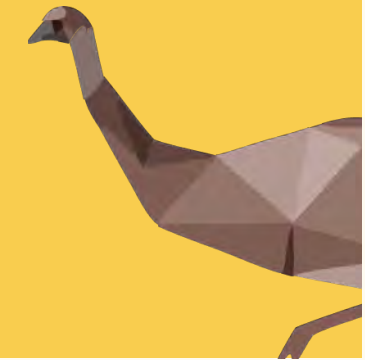
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**Treetops
Classroom**



**Tropics
Classroom**



Stage

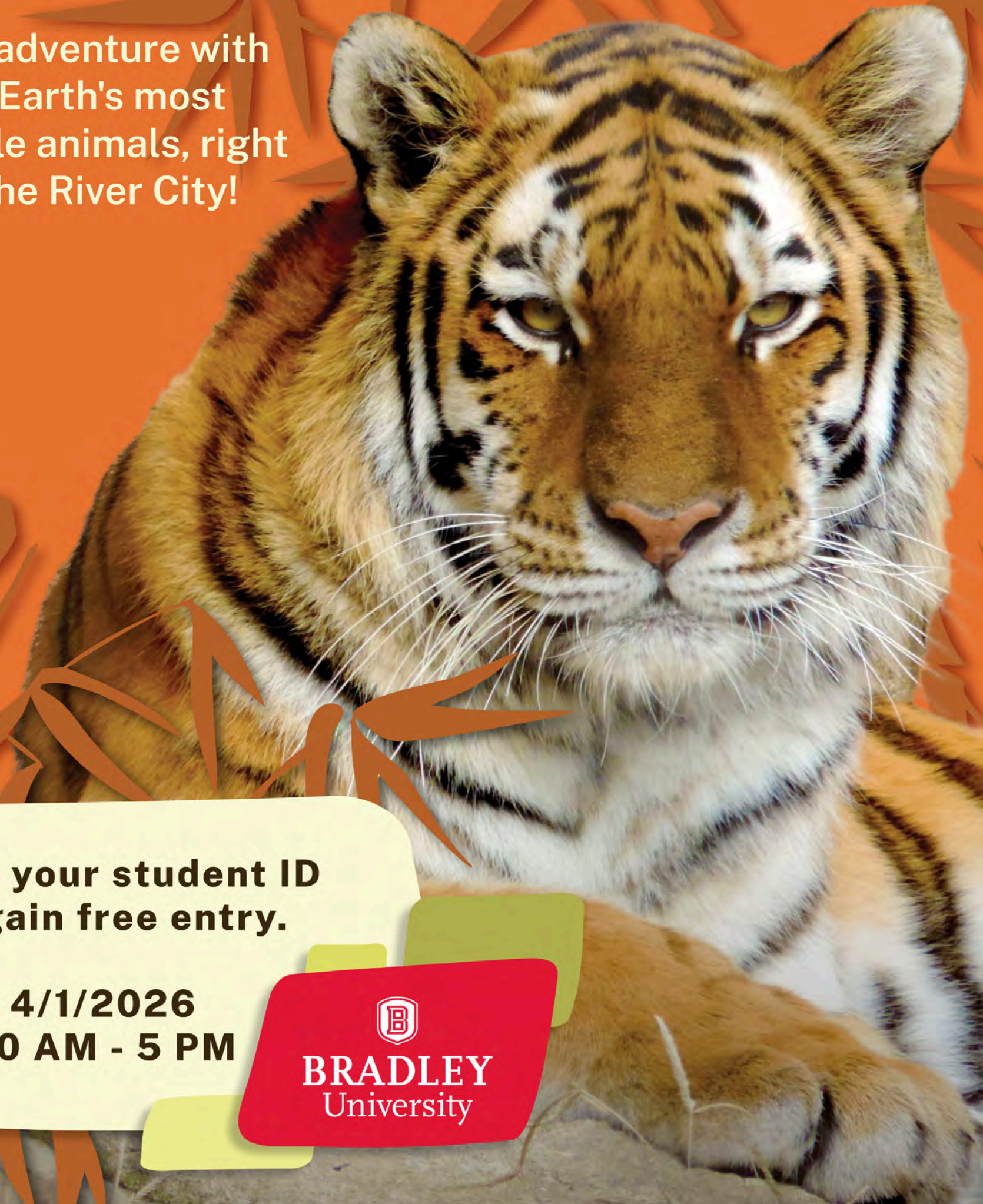
THE WILD IS WAITING

Join the adventure with some of Earth's most incredible animals, right here in the River City!

Show your student ID to gain free entry.

4/1/2026
10 AM - 5 PM


BRADLEY
University



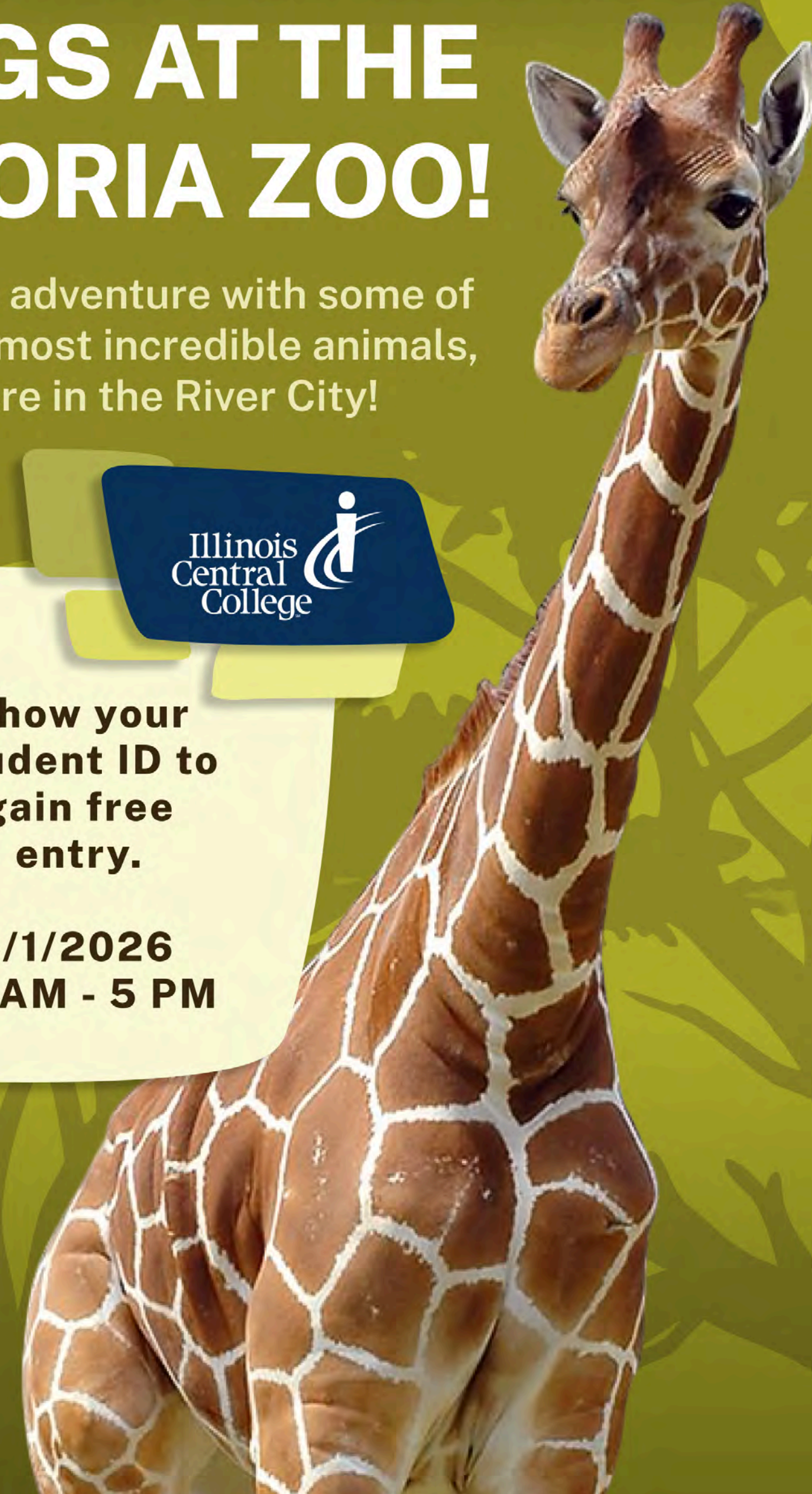
STRETCH YOUR LEGS AT THE PEORIA ZOO!

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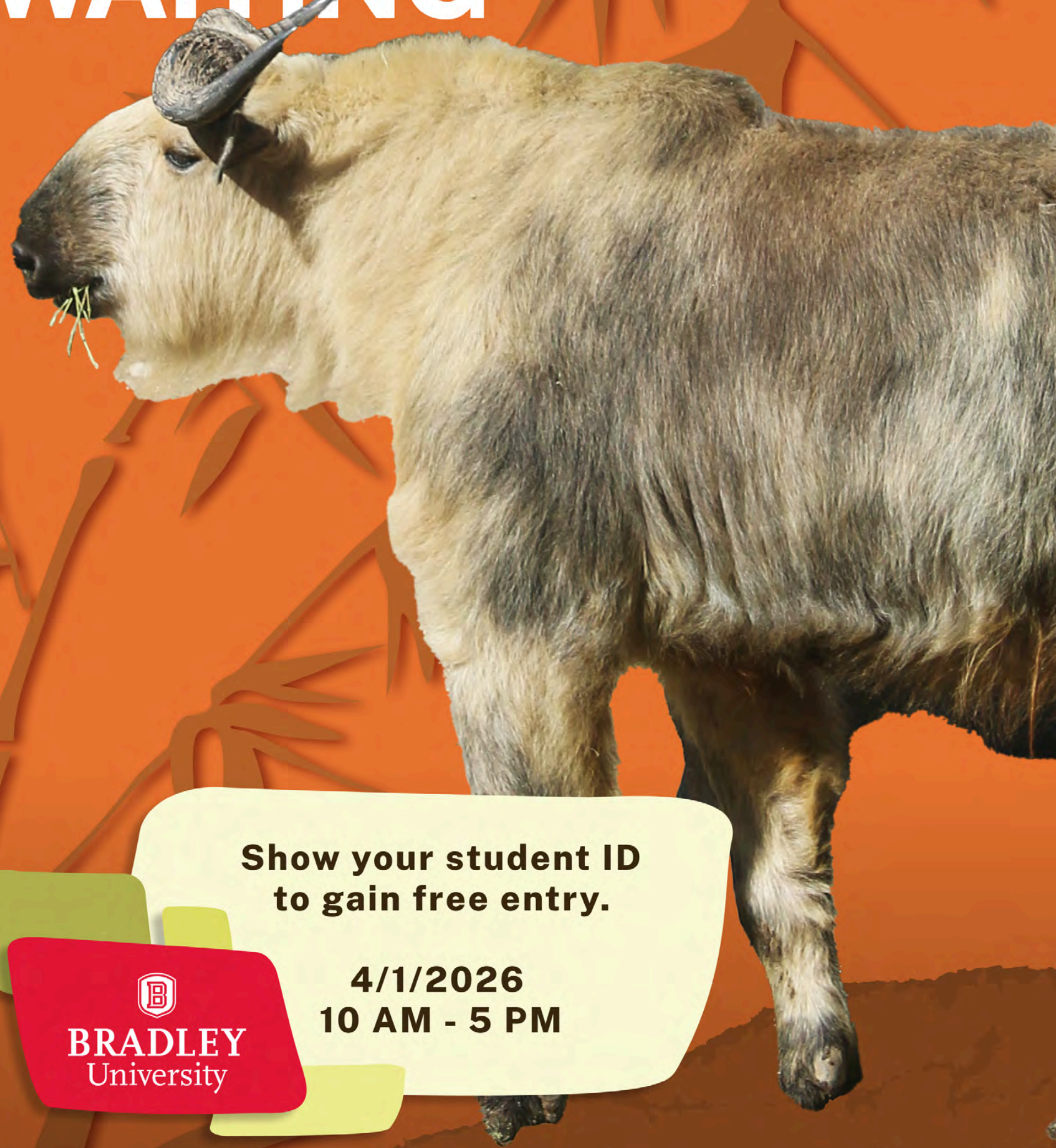


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Illinois Central College

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Peoria Zoo

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BRADLEY University



Journey Around the World - Trading Cards Concept