



FOR IMMEDIATE RELEASE
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THE MARYLAND ZOO AND THE BALTIMORE RAVENS INTRODUCE RISE AND CONQUER

BALTIMORE, MD – Today, the Baltimore Ravens and The Maryland Zoo in Baltimore introduced two new ravens to the community, birds Rise and Conquer. Rise and Conquer are the live raven mascots to the team, and they will now call Baltimore their home.

“We were approached in the spring by Ravens staff with the idea of being the home of Rise and Conquer,” stated Don Hutchinson, interim president and CEO of The Maryland Zoo in Baltimore. “Yes, was the easy answer on our part, and we were excited to explore the possibilities of a new partnership with the Ravens organization.”

“The Zoo is such a community asset and we knew that a partnership would be something special,” said Dick Cass, president of the Ravens. “Having Rise and Conquer permanently in Baltimore was important to us, to our fans and we are pleased to be working with the Zoo to make this happen.”

Rise and Conquer were hatched from the same clutch (they are brothers) on April 16, 2009, in Alabama and arrived at The Maryland Zoo in early June. They were raised at home by members of The Maryland Zoo staff for several weeks so that the birds could be hand fed every few hours, and begin their training. Once they were moved to the Animal Embassy full time, they began a training program and acclimation process common for Zoo ambassadors.

“The Animal Embassy, a division of the Zoo’s Animal Department, houses and travels over 65 Animal Ambassadors,” continued Hutchinson. “Rise and Conquer will be among a group which travels to support and promote The Maryland Zoo and its education mission. Most importantly for Ravens’ fans, Rise and Conquer will attend each home Ravens game, and make special appearances at Ravens events.” They will also make regular appearances on Zoo grounds to visit with Ravens fans throughout the year and can be “adopted” by fans, which helps support their daily care at the Zoo.

The birds, although free-flighted, will not be flying in the stadium. This decision was made jointly by the Zoo staff and the Ravens.

The Zoo’s Animal Embassy has three full-time staff members and four part-time animal technicians, who are supplemented by 30 volunteers and an additional 45 highly trained volunteer Animal

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handlers who ensure that every animal gets an abundance of attention and exercise. Rise and Conquer, along with all the other ambassadors, have easy access to both the Zoo's veterinary staff and the animal nutritionist.

"We understand that the Zoo's Animal Embassy has a strong history in avian care and training with raptors, parrots, toucans, and even penguins, so we are confident that Rise and Conquer will have the best of care, while remaining accessible to our fans," concluded Cass.

In addition to introducing Rise and Conquer to the community, the Zoo also debuted a new ad featuring Ravens Coach John Harbaugh and mascot Poe. "We were thrilled that Coach Harbaugh wanted to be part of this fun ad and we can't thank him enough," said Hutchinson. "It seems that Coach has impeccable comedic timing, and he didn't miss one chance to make Poe work hard for our team."

The video, the schedule of appearances, Rise and Conquer "Adoption" information and fun facts about ravens are available at www.marylandzoo.org.

The Maryland Zoo in Baltimore is located in Druid Hill Park. Hours are 10:00 a.m.-4:00 p.m. Parking is free. For more information, please call 410-366-LION.

About The Maryland Zoo in Baltimore

Founded in 1876, The Maryland Zoo in Baltimore is the third oldest zoo in the United States and is internationally known for its contributions in conservation and research. More than 1,500 animals are represented in the Zoo's varied natural habitat exhibits in areas such as Polar Bear Watch, the Maryland Wilderness, African Journey and the award-winning Children's Zoo. Situated in Druid Hill Park near downtown Baltimore, the Zoo is accredited by the Association of Zoos & Aquariums. For more information, visit www.marylandzoo.org.

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