



FOR IMMEDIATE RELEASE | 10/16/2020

San Antonio Zoo Contact:
Hope Roth, VP Marketing Communication & Sales
Hope.roth@sazoo.org

LINK TO IMAGES:
<https://www.dropbox.com/sh/aa3gv6vf37i91vv/AADZ8ESO2Qq7qST3MIs5Wriaa?dl=0>

San Antonio Zoo Included in American Humane's Conservation Documentary "Escape From Extinction"

San Antonio, Texas – San Antonio Zoo today announced its inclusion in American Humane's inaugural feature-length documentary, "Escape From Extinction", opening in cities nationwide this month through Concert Films, LLC. The film, narrated by Academy Award Winner Helen Mirren, showcases the critical efforts certified and accredited zoos and aquariums are undertaking to preserve millions of species threatened with mass extinction.

"We are excited to share 'Escape From Extinction' with theatrical audiences across the country," said Executive Producer Dr. Robin Ganzert, Ph.D., President and CEO of American Humane. "We hope this incredible film will inspire them to take action to protect and preserve critical species on the brink of disappearing forever."

Since the year 1500, more than 680 species have gone extinct, and today, one million plant and animal species are at risk of extinction. "Escape From Extinction" documents the work of the major zoological organizations that truly are nature's last arks of hope in preserving the rich legacy of life on our planet. Without this help – and the global engagement of the public – the biological treasures we hoped to share with our children and our grandchildren may vanish within a generation.

"Regardless of the challenges San Antonio Zoo has faced during COVID, we have remained steadfastly dedicated to our vision of securing a future for wildlife," said Tim Morrow, President & CEO San Antonio Zoo. "Among other incredible conservation projects that San Antonio Zoo is known for, it is our role in saving the Whooping Crane from extinction that is featured in this film. I am grateful that this documentary will help tell the true and real stories of the amazing conservation work done by staff at the world's leading zoos and aquariums."

“Escape From Extinction” will open wide in theatres across the country on October 16, including (select Santikos Theatres, Alamo Drafthouse locations, Flix Brewhouse, and City Base Cinema). Proceeds from the 90-minute documentary will go back to American Humane, helping to further its vital work to protect animals around the world, including saving, sheltering, and improving the lives of some one billion animals each year.

About American Humane

Founded in 1877, American Humane is the country's first national humane organization. For 142 years, the nonprofit has pioneered many of the humane protections we have come to take for granted and today works to save, shelter, feed, and improve the lives of some one billion animals around the world. With 91 cents of every dollar spent going directly to programs, American Humane has earned Charity Navigator's highest "Four-Star Rating," has been named a "Top-Rated Charity" with an "A" rating by both the American Institute of Philanthropy's CharityWatch and Great Nonprofits, and was awarded the gold level seal from GuideStar USA. The organization has also earned the Independent Charities Seal of Excellence, was awarded inclusion on Better Business Bureau's prestigious Wise Giving Alliance Accredited Charities list, and was designated as a "Best Charity" by Consumer Reports. For more information about American Humane's lifesaving work, please visit www.AmericanHumane.org.

About MRB Productions

MRB Productions brings inventive stories and inspired imagery to media platforms around the world. Whether producing a commercial, a feature film, television, digital, live sports or an award show, MRB evolves to embrace a project's specific needs. We are passionate about what we do and committed to being exceptional. MRB's most recent feature, *All I Wish*, with Sharon Stone, Tony Goldwyn & Ellen Burstyn, is currently streaming. Our documentary, *Back to Life*, premiered on ABC and is currently on Amazon Prime. MRB's latest films, all festival darlings, are available on streaming platforms. These include *The Night Stalker* with Lou Diamond Phillips, *The Truth About Emanuel* with Jessica Biel, & *Grassroots* with Jason Biggs. In Television, MRB has a decade of experience producing the pre-taped segments and VIP program for ESPN's ESPY Awards, in addition to producing the Hero Dog Awards for the Hallmark Channel. Additional TV projects include two seasons of the mockumentary comedy show *Free Radio* on VH1 and Comedy Central and the Webby award-winning series, *The Confession*, starring Kiefer Sutherland. MRB is also known for sports programming for the Longhorn Network. MRB's commercial repertoire includes a longstanding relationship with Mattel and collaborations with Periera & O'Dell, Saatchi & Saatchi, and Publicis, for clients such as McDonald's, Pepsi, Mattel, Lay's, Foot Locker, Samsung, Nerf, NHL, Smirnoff, Wal-Mart, and University of Phoenix. In the video game space, MRB partners with Ubisoft to produce the *Just Dance Kids* series. For more information, please visit www.mrbproductions.com.

About San Antonio Zoo

San Antonio Zoo®, operated by San Antonio Zoological Society, is a nonprofit organization committed to securing a future for wildlife. Through its passion and expertise in animal care,

conservation, and education, the zoo's mission is to inspire its community to love, engage with, act for and protect animals and the places they live. The zoo welcomes more than a million.

visitors each year and is open year-round. San Antonio Zoo is accredited by the Association of Zoos and Aquariums, the Zoological Association of America, and Humane Certified by American Humane.

Website	www.sazoo.org
Facebook	www.facebook.com/SanAntonioZoo
Twitter	www.twitter.com/SanAntonioZoo