Ale Industries to Launch Oakland Zoo Brew to Benefit Bay Area Mountain Lions

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OAKLAND, Calif. (PRWEB) February 04, 2019 -- Oakland Zoo and Oakland’s oldest brewery are releasing a new ale, “Bay Cat” with proceeds going to fund efforts around saving Bay Area mountain lions caught in human-wildlife the conflict.

Oakland Zoo taps into a new conservation approach by partnering with local brewery, Ale Industries, to release an Oakland Zoo themed brew, “Bay Cat” California Ale, on February 2, 2019. Six dollars from each case of “Bay Cat” will raise funds for Bay Area mountain lions. “Bay Cat” is made with locally-sourced sage, chamomile, coriander, and orange peel. Label art designed for the ale demonstrates the collide of urban development into wildlife inhabited areas, thus leading to incidents of human-wildlife conflict. The silhouettes of the city skyline, rolling hills, and a mountain lion represent the ties between these two worlds.

“Oakland Zoo fits into one of our main philanthropic tenants, which is nature conservancy. We strive to do what we can to preserve our natural world for the next generation” says Morgan Cox, Cofounder and Brewmaster of Ale Industries

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“Bay Cat” California Ale provides a new opportunity to educate people about human wildlife conflict and how people can support mountain life conservation by purchasing the ale. Oakland Zoo partners with organizations such as Bay Area Puma project and the Mountain Lion Foundation. Oakland Zoo staff teams up with these partner organizations to respond to such conflicts and ensure the best and safest outcome for both people and the mountain lions. Oakland Zoo helped found BACAT (Bay Area Cougar Action Team) in 2013, an alliance with the Bay Area Puma Project and the Mountain Lion Foundation, to help support the California Department of Fish and Wildlife (CDFW) to save mountain lions caught in the human-wildlife conflict.

For every case sold of “Bay Cat” California Ale, six dollars will go to Bay Area mountain lion conservation.

“We are excited to be partnering with Ale Industries to help conserve mountain lions in the wild. Having an Oakland Zoo ale is an exciting new opportunity for us, and we’re proud to partner locally while doing good for our Bay Area wildlife”, says President and CEO of Oakland Zoo, Dr. Parrott.

“Bay Cat” California Ale will be officially released on Saturday, February 2, 2019 at Ale Industries tap room (3096 E 10th St, Oakland, CA 94601) from 12pm to 10pm. Make sure to grab a pint or buy a 4 – pack of the ale to support Bay Area mountain lion conservation. Oakland Zoo staff and mountain lion conservation partners will be onsite to talk about the human-wildlife conflict and how this endeavor will help support mountain lion conservation.

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ABOUT OAKLAND ZOO AND THE CONSERVATION SOCIETY OF CALIFORNIA:

Oakland Zoo, home to more than 750 native and exotic animals, is managed by the Conservation Society of California (CSC); a non-profit organization leading an informed and inspired community to take action for wildlife locally and globally. With over 25 conservation partners and projects worldwide, the CSC is committed to conservation-based education and saving species and their habitats in the wild. Oakland Zoo is dedicated to the humane treatment of animals and is accredited by the Association of Zoos and Aquariums (AZA), the national organization that sets the highest standards for animal welfare for zoos and aquariums.
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