Zebra Pen Partners with the Association of Zoos and Aquariums

Zebra Pen Announces 5th Annual Campaign to Help Save Endangered Species

EDISON, N.J. (PRWEB) May 22, 2018 -- Zebra Pen Corp., a global leader in the writing instrument industry, is proud to continue its partnership with the Association of Zoos and Aquariums (AZA), the AZA SAFE: Saving Animals From Extinction program, the Saint Louis Zoo, and Grevy’s Zebra Trust for the fifth consecutive year.

With the support of Zebra Pen, AZA, Saint Louis Zoo, and other AZA-accredited facilities are working to conserve the endangered Grevy’s zebra and its fragile habitat through the Grevy’s Zebra Trust. The Trust was registered as an independent charitable wildlife conservation trust based in Kenya in early 2007. Working in partnership with communities in Northern Kenya, the goals of the Trust are being achieved. These include restoring critical Grevy’s zebra habitat, protecting the zebras from illegal killing, monitoring Grevy’s zebra populations, helping Grevy’s zebra survive during time of environmental stress, and increasing conservation awareness and fostering positive attitudes towards the species and its habitat.

In addition to the Grevy’s Zebra Trust, Zebra Pen continues to support the AZA SAFE program with its annual contribution to help aide in the conservation of endangered animals and their habitats.

“We are thrilled to have the opportunity to partner with the AZA for the fifth year in a row,” said Ken Newman, Director of Marketing at Zebra Pen Corporation. “Our company was named Zebra because of the animal’s strong herding instinct, and we’re proud to assemble our herd to support a cause so close to our hearts. Our spokesanimal Zen is a Grevy’s zebra, and it’s important to our company to support the creatures that make our world a beautiful place to live. We are excited to continue raising awareness and educating people on the importance of saving endangered species.”

In addition to an annual contribution, Zebra Pen will launch a comprehensive social media campaign to promote awareness for endangered species, as well as encourage consumers to make a small donation to support AZA’s mission of protecting wildlife and wild places. During June, Zebra Pen will celebrate its annual “Z-Month” with an annual sweepstakes, giving people the opportunity to win a prize pack of tickets to an AZA-accredited facility in the U.S.

Zebra Pen also encourages artists and animal-lovers alike to participate in their social media contest by illustrating a picture of their favorite animal, tagging Zebra Pen on social media and using the hashtag “#FromAToZebra.” Winners will receive products from the Zebra Zensations art line.

“AZA and its members work each day to educate the public and generate awareness about their work with endangered species. Being able to partner with Zebra Pen to further our awareness effort in a fun way is a great opportunity, and one we look forward to working with them on,” said Rob Vernon, Senior Vice President of Communications and Marketing at AZA.

For more information about Zebra’s partnership, visit zebrapen.com/aza.

About Zebra Pen Corporation
Zebra Pen Corporation was founded in New York in August 1982 as an independent corporation wholly owned
by Zebra Co., Ltd., of Tokyo, Japan. A New Jersey-based writing instrument manufacturer, Zebra Pen Corporation’s mission is to distribute products that are of the highest quality, providing value to customers and meeting their overall writing needs with a wide variety of writing instruments. Zebra Pen Corporation offers a full line of writing instruments, including ball point pens, gel pens, roller ball pens, mechanical pencils, and highlighters. Today, with 111 years of excellence behind them, Zebra Pen Corporation is leading the way with a wide range of quality writing products. For more information, visit www.ZebraPen.com.

About the Association of Zoos and Aquariums

Founded in 1924, the Association of Zoos and Aquariums is a nonprofit organization dedicated to the advancement of zoos and aquariums in the areas of conservation, animal welfare, education, science, and recreation. AZA is the accrediting body for the top zoos and aquariums in the United States and eight other countries. Look for the AZA accreditation logo whenever you visit a zoo or aquarium as your assurance that you are supporting a facility dedicated to providing excellent care for animals, a great experience for you, and a better future for all living things. The AZA is a leader in saving species and your link to helping animals all over the world. To learn more, visit www.aza.org.
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