

PROJECT CARNIVORA

A Bold New Vision for the Edmonton Valley Zoo

Overview & Vision: Project Carnivora

Project Cost: \$8 million

Completion Date: August 2027

Project Carnivora marks a defining moment in the evolution of the Edmonton Valley Zoo. Anchored by two iconic carnivore species, the Canada lynx and the snow leopard, this initiative will introduce a new generation of premier spaces that transform the guest experience from the moment visitors arrive.

Positioned at the front of the zoo, these naturalized environments will be among the first experiences guests encounter, immediately setting a tone of curiosity, conservation, and connection.

While the Canada lynx and snow leopard are notoriously difficult to spot in the wild, these spaces have been thoughtfully designed to reflect the landscapes these carnivores call home and thrive in, creating powerful opportunities for guests to observe, learn about, and connect with these remarkable species through experiences that are both memorable and inspiring.





PROJECT CARNIVORA:

Canada Lynx Habitat

The Canada lynx habitat will serve as a striking introduction to the Zoo, welcoming guests with an encounter that highlights one of Canada's most iconic carnivores.

Thoughtfully designed to reflect the forested landscapes the Canada lynx is adapted to, this naturalized space supports animal wellbeing while creating meaningful learning opportunities.

Guests will have the opportunity to observe the lynx's unique behaviours and adaptations up close, gaining a deeper appreciation for their essential role in Canada's ecosystems.

Scope of Work

- **Total Area:** 550 m²
(expanded from 300 m²)
- **Landscaping:**
 - 75% native grasses
 - 25% shrubs
- **Enclosure Height:** 4.5m mesh, galvanized steel posts

Featured Elements

- New water feature
- Natural boulders
- Increased viewing access
- Enrichment facilitation areas





Naming Partner - \$500,000

As the cornerstone of this habitat, the Naming Partner will be permanently associated with one of the Edmonton Valley Zoo's most visible and transformative projects, helping set the tone for conservation, education, and guest connection.

Training Wall - \$100,000

The training wall offers a highly visible, immersive opportunity for guests to connect with the lynx in real-time through training demonstrations, associating donors with exceptional animal care and unforgettable experiences.

Water Feature - \$50,000

Flowing through the habitat, the water feature adds movement and sensory richness that enhances daily life for the animals and creates a serene and compelling visual experience for guests.

Tree/Landscape Donors - \$10,000

Landscape donors play a vital role in bringing the lynx habitat to life. Trees, shrubs, and plantings will mirror the lynx's boreal forest home, enhancing the guest experience.



PROJECT CARNIVORA: Snow Leopard Habitat



Inspired by the rugged landscapes of Central Asia, the snow leopard habitat immerses guests in the world of one of the planet's most elusive big cats. As a Vulnerable species according to the IUCN Red List, the snow leopard represents both the beauty and fragility of high-altitude ecosystems, offering a compelling opportunity to inspire visitors to take action.

As a partner of the Snow Leopard Trust, the Edmonton Valley Zoo is helping protect snow leopards both here and in the wild, connecting this immersive space to meaningful global conservation action.

Scope of Work

- **Total Area:** 930 m²
- **Landscaping:**
 - 75% native grasses
 - 25% shrubs
- **Enclosure Height:** 4.5m mesh, galvanized steel posts

Featured Elements

- New water feature
- Natural boulders
- Increased viewing access
- Enrichment facilitation areas





Naming Partner - SOLD

As the most prominent sponsorship opportunity in the snow leopard habitat, the Naming Partner will be associated with this high-profile exhibit, welcoming every guest and setting the tone for conservation, education, and immersive experiences.

Training Wall - \$100,000

The training wall is a highly visible feature that brings guests closer to the snow leopard through live training and care demonstrations, offering an engaging, educational moment that guests will remember long after their visit.

Water Feature - \$50,000

Flowing through the habitat, a serene water feature adds visual and sensory interest, enhancing the animals' environment while creating a striking focal point for guests.

Tree/Landscape Donors - \$10,000

Trees, rockwork, and layered landscaping define the snow leopard's rugged setting and shape the guest experience. Donor support brings this environment to life, creating a visually striking habitat that reflects the species' mountainous home, inviting exploration and connection.





LET'S CHAT

Thank you for your interest in supporting Project Carnivora, a landmark investment in the future of the Edmonton Valley Zoo.

For more information on how to support this project, please contact **Daryl Zelinski, Director, Sponsorship & Fund Development**

Here's to building something extraordinary together.



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Learn more at
www.buildingourzoo.com/carnivores



Giving Opportunities

Naming Partner – \$500,000

One opportunity available per habitat

Training Wall – \$100,000

One opportunity available per habitat

Water Feature – \$50,000

One opportunity available per habitat

Tree & Landscape Donors – \$10,000

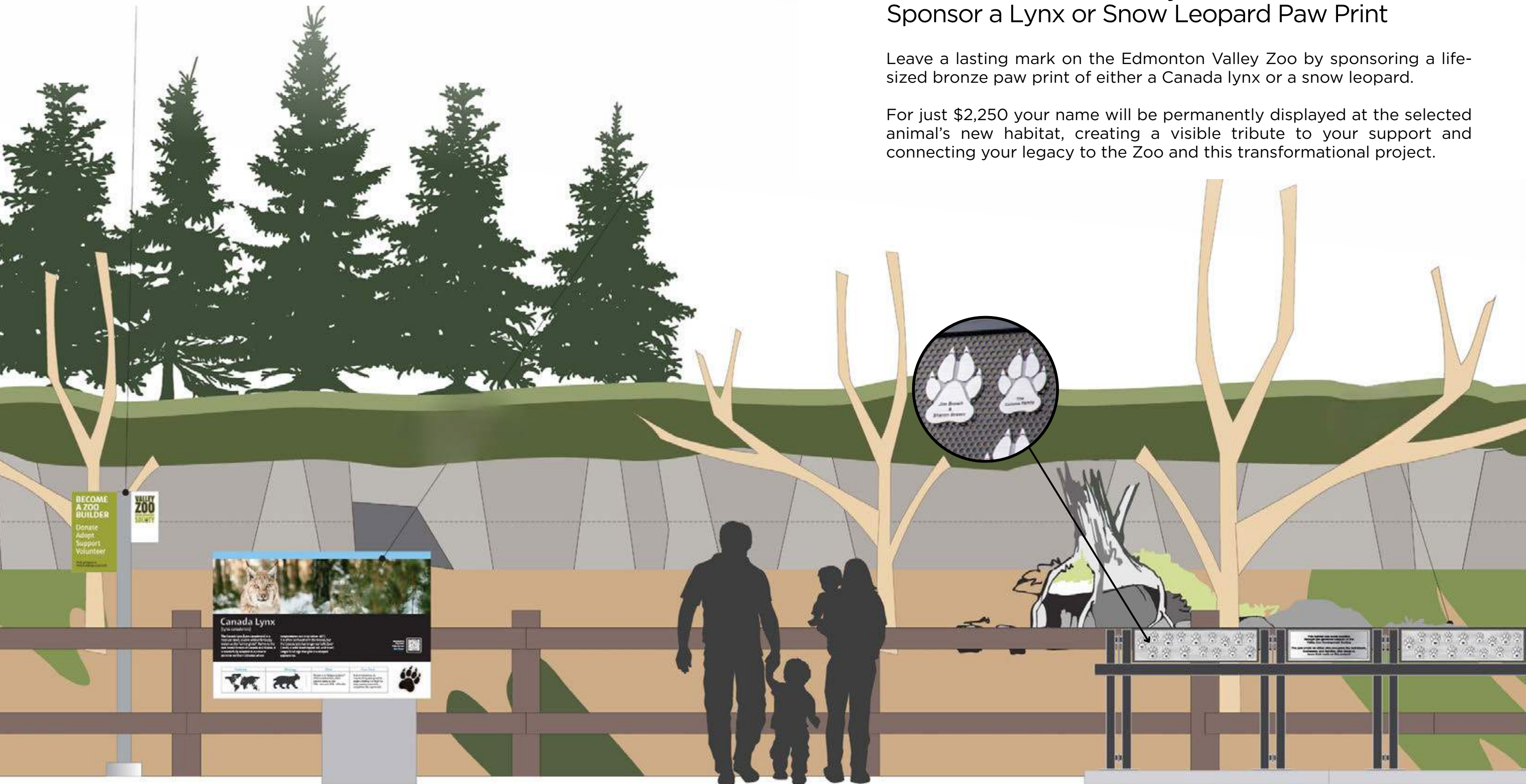
Multiple opportunities available



Leave Your Mark on Project Carnivora: Sponsor a Lynx or Snow Leopard Paw Print

Leave a lasting mark on the Edmonton Valley Zoo by sponsoring a life-sized bronze paw print of either a Canada lynx or a snow leopard.

For just \$2,250 your name will be permanently displayed at the selected animal's new habitat, creating a visible tribute to your support and connecting your legacy to the Zoo and this transformational project.



Snow Leopard Enclosure Signage Concept Art

The paw print shown is from the R. Mollot Arctic Wolf Habitat, while paw prints for the snow leopard and Canada lynx are still in development