



Bristol Zoological Society

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**BRISTOL
ZOOLOGICAL
SOCIETY**

SAVING WILDLIFE TOGETHER

How do you build support and visitation for a new kind of conservation zoo (a new definition of what a zoo can and should be), when construction hasn't started?

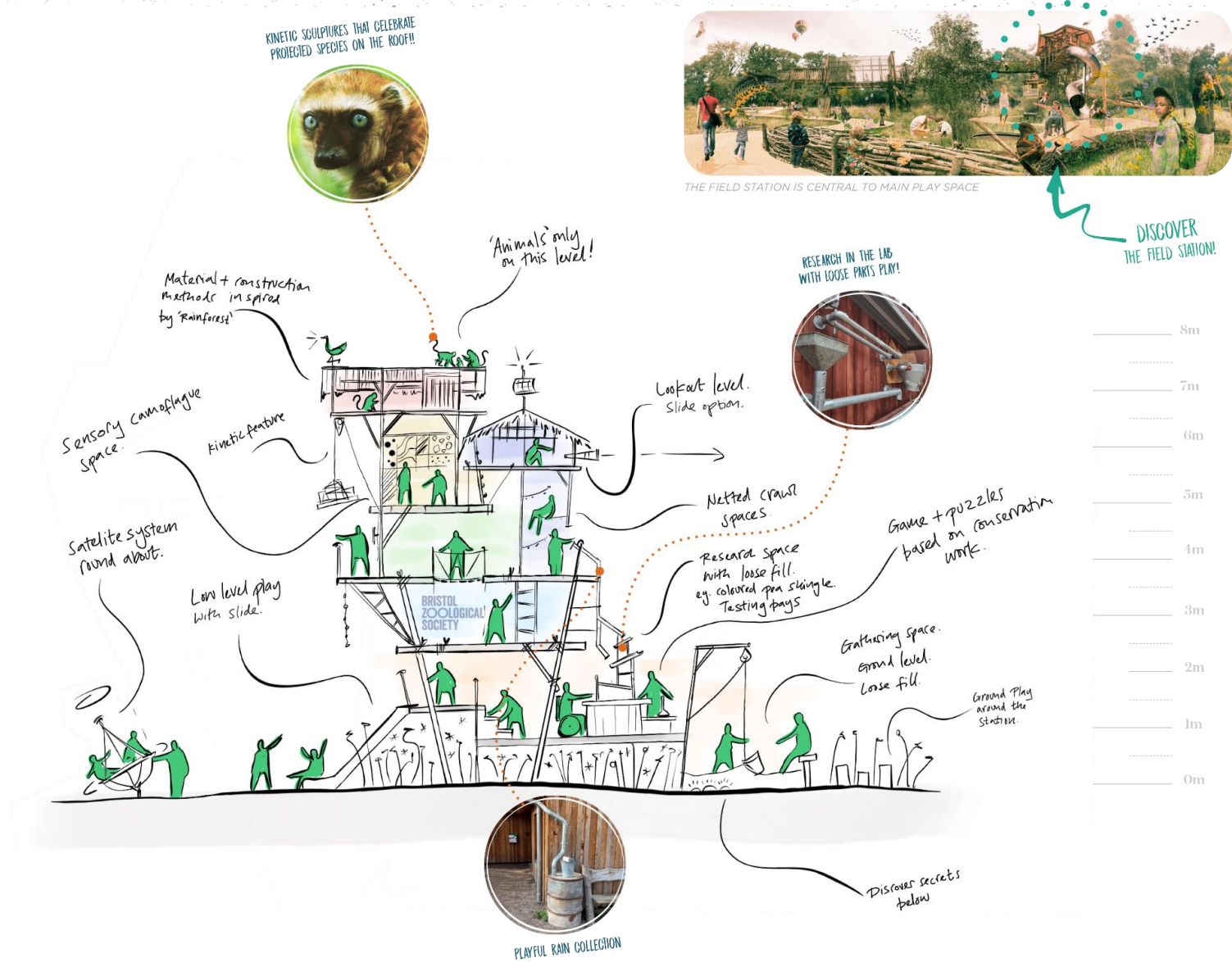
1. Focus on the fans
2. Prioritise purpose
3. Create symbols
4. Celebrate progress



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