

MEDIA ALERT

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**FRESNO CHAFFEE ZOO AND THE CITY OF FRESNO HOST PRESS CONFERENCE
TO ANNOUNCE NEW PURPLE PIPE PROJECT AT THE ZOO**

Who: Fresno Chaffee Zoo and the City of Fresno

What: Fresno Chaffee Zoo in collaboration with the City of Fresno is hosting a press conference to announce the Purple Pipe Project to enhance irrigation efforts. Funded through Measure Z, this innovative project will help the Zoo conserve water, reduce costs, and showcase its commitment to environmental stewardship. The reclaimed water will support landscaping, reduce freshwater demand, and ensure drought resilience while offering educational opportunities for visitors about sustainable practices.

Press Conference Details: Tuesday, September 10 at Zoo entrance
12:30 p.m. to 1:30 p.m.

Media: Media are invited to attend the event. Zoo officials will be available for interviews.

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"Fresno Chaffee Zoo inspires people to care for animals, create connections, build community, and save wildlife."