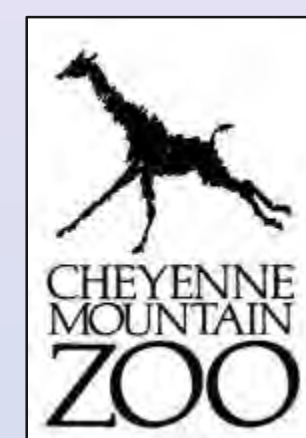
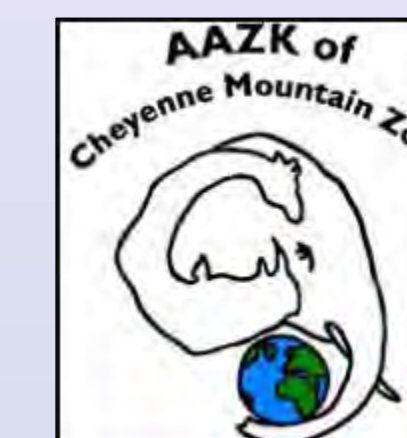


# Bowling for More than Just Rhinos:

# Using Cinco de Rhino to Highlight Other Species Saved by Rhino Conservation



**Bridget Cronin**  
Cheyenne Mountain Zoo



At the move like a rhino station, guests were wrapped up in bubble wrap and tried to pin the tail on the rhino using rhinoculars.

## What is Cinco de Rhino?

Cinco de Rhino is an educational event that encourages guests to participate in fun, rhino-themed activities to learn about rhinos and inspire conservation participation. This event is both a promotion for our Bowling for Rhinos event and a fundraiser.

Activities included:

- Pee like a rhino
- Wallow like a rhino
- Move like a rhino
- Enrichment making
- Scavenger hunt

AAZK chapters across the nation raise over \$300,000 annually for rhino conservation through Bowling for Rhinos events. In recent years, Cheyenne Mountain Zoo has hosted an educational Cinco de Rhino event on zoo grounds to increase awareness about the plight of wild rhinos, and to inspire conservation action. This year we expanded the aim of the event to help people understand why rhino conservation is critical. Rhinos serve as a flagship species; protecting their habitat means that numerous other species across Asia and Africa will also be protected. In order to highlight the other animals helped by rhino conservation, we expanded our Cinco de Rhino event to include animals throughout the zoo in addition to rhinos. Through a zoo-wide scavenger hunt we were able to educate guests about the widespread effects of rhino conservation and the additional animal species that these funds support. By demonstrating rhinos' role as an umbrella species, we were able to inspire greater commitment to rhino conservation efforts, thus expanding potential fundraising options.



Fundraising efforts included the sale of animal art and footprints from a number of the species under the rhino conservation umbrella.

## Fundraising Expansion:

In previous years fundraising efforts at this event have included can recycling for rhinos, a bake sale, and raffling a meet and greet with our rhino. By including the entire zoo, we were able to expand our fundraising options. This year we sold art made by many of the species under the rhino umbrella, as well as photos of our animals. We also raffled off meet-and-greet and enrichment opportunities with a number of additional animal groups.

## Zoo Wide Involvement:

This year our Cinco de Rhino event highlighted a number of non-rhino species in our zoo that are also aided through rhino conservation. A zoo-wide scavenger hunt was created to help engage guests in learning about the wide range of additional animal species that these funds support. Guests were given clues leading them to an animal exhibit, where they would search for the scavenger hunt tag giving them letters to fill in the secret message. Both an adult and child version were created so guests of all ages could participate. To encourage participation, completed scavenger hunts could be turned in for an entry into the drawing to meet our rhino. An informational poster at the biofacts table further detailed each of the conservation organizations supported by Bowling for Rhinos funds, and the projects and species which they currently strive to protect.



In addition to larger art pieces, smaller items including animal photos, mini canvas paintings, and rhino trading cards were available for purchase.



A meet-and-greet experience with our rhino was raffled off. Raffle tickets could be purchased, or earned by completing the scavenger hunt.



Guests were able to make enrichment for our elephants and then come out into their yard to help hide it.



Participants at the Pee Like a Rhino station used a water bottle to see how far they could 'spray' behind themselves compared to a rhino.

### Cinco De Rhino Scavenger Hunt

1. This black and white striped animal is one of the rhino's closest relatives.
2. The males of this species have thick manes.
3. These small 'kats' stand up on their hind legs to watch for predators and protect their underground tunnels.
4. We have a large number of this brown and white spotted animal at the zoo.
5. This white bird is a natural pest controller because it eats bugs. It also shares its yard here at the zoo with a (fake) zebra carcass.
6. Known as the watch chicken, this small African bird has a very loud alarm call. They have grey and white polka dotted feathers.
7. This animal gets its name, which means 'water horse', because it spends most of its day in the water. It is the third largest animal at the zoo.
8. The red-heads of the great apes.
9. These gibbons are the smallest ape in Primate World.
10. These bears are also called moon bears because of the crescent shaped mark on their chest.
11. This lizard uses its specialized feet to climb on the walls and ceiling.
12. This animal has the largest ears at the zoo.

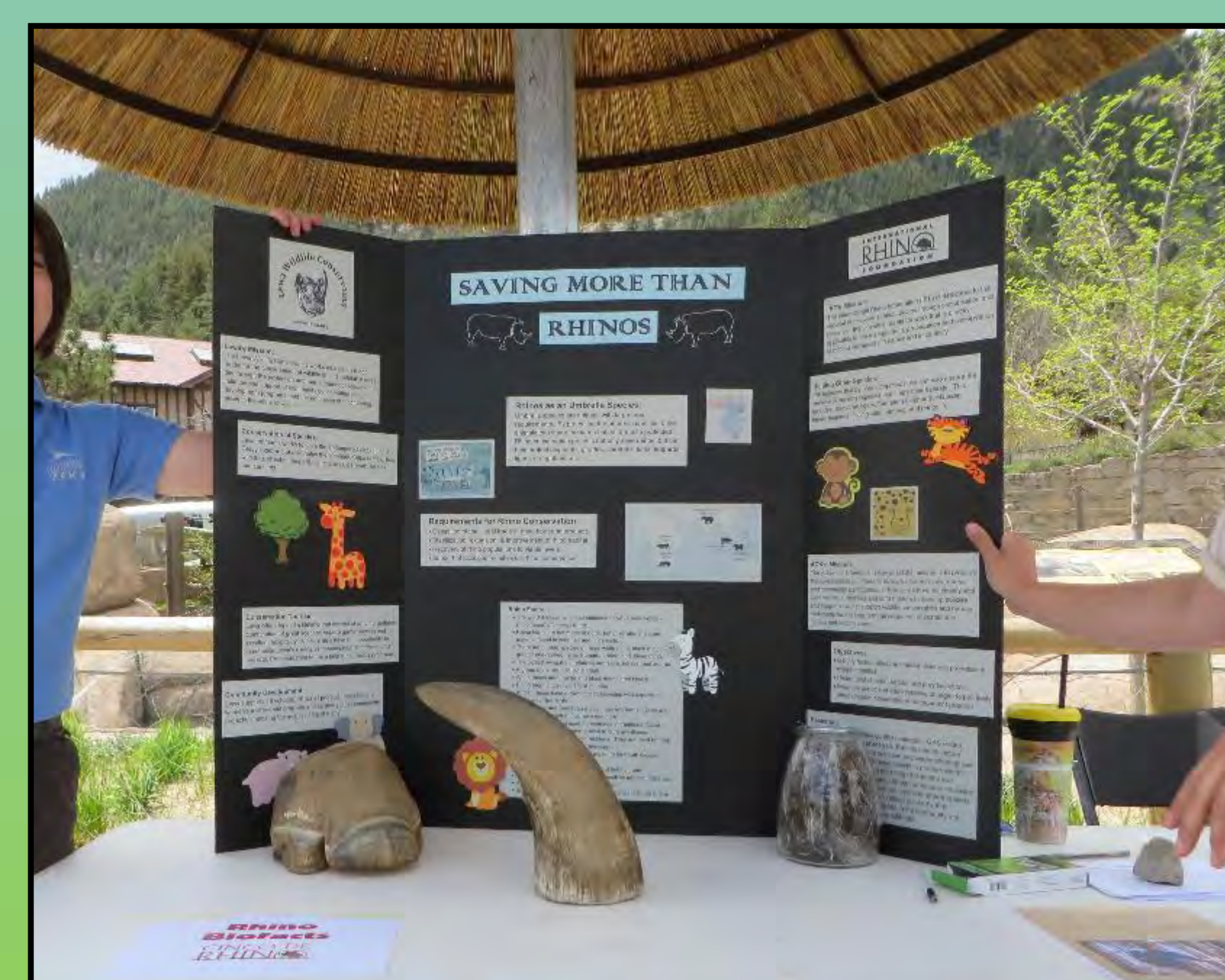
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This child version of the scavenger hunt had twelve clues leading participants to animals around the zoo that are also aided under the umbrella of rhino conservation.



African Lion!  
Question 2 Letters: R and a

These small tags were placed at each scavenger hunt exhibit to let participants know they had found the right answer, and to give them the letters needed to fill in the mystery phrase: **Don't let rhinos disappear!**



An informational poster at the biofacts table highlighted the conservation organizations supported by Bowling for Rhinos funds, and the projects and numerous species that they work to save.

## Acknowledgements:

Thank you to all of the AAZK members and docents at Cheyenne Mountain Zoo for helping to plan and run this event. Thank you to all who donated art, photos, or animal experiences to help us raise funds for all the animals under the rhino conservation umbrella.