

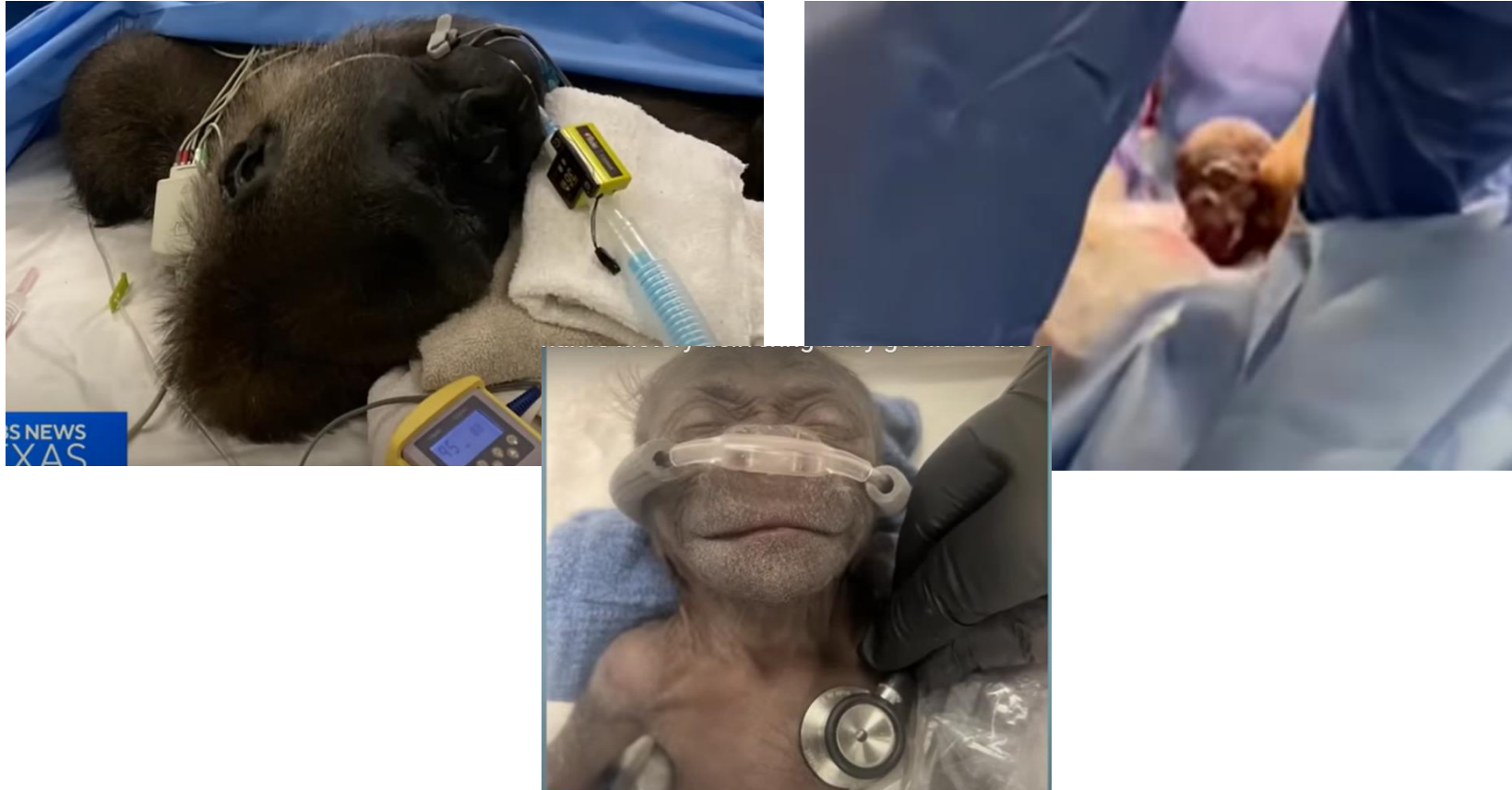


Jameela Joins the CMZ Troop



Jameela (beautiful, lovely)

Born via c-section at Fort Worth Zoo





WELCOME
Jameela!

BIRTHDATE:
January 5, 2024

BIRTHPLACE:
Fort Worth,
Texas

**ESTIMATED
WEIGHT:**
8.2 lbs.

 **CROSSCOUNTRY
MORTGAGE**

 **CLEVELAND ZOO
METROPARKS ZOO**

OFFICIAL MORTGAGE PARTNER OF CLEVELAND METROPARKS ZOO

Initial assessment of interest



First Introduction to entire group

THINGS WERE GREAT.....



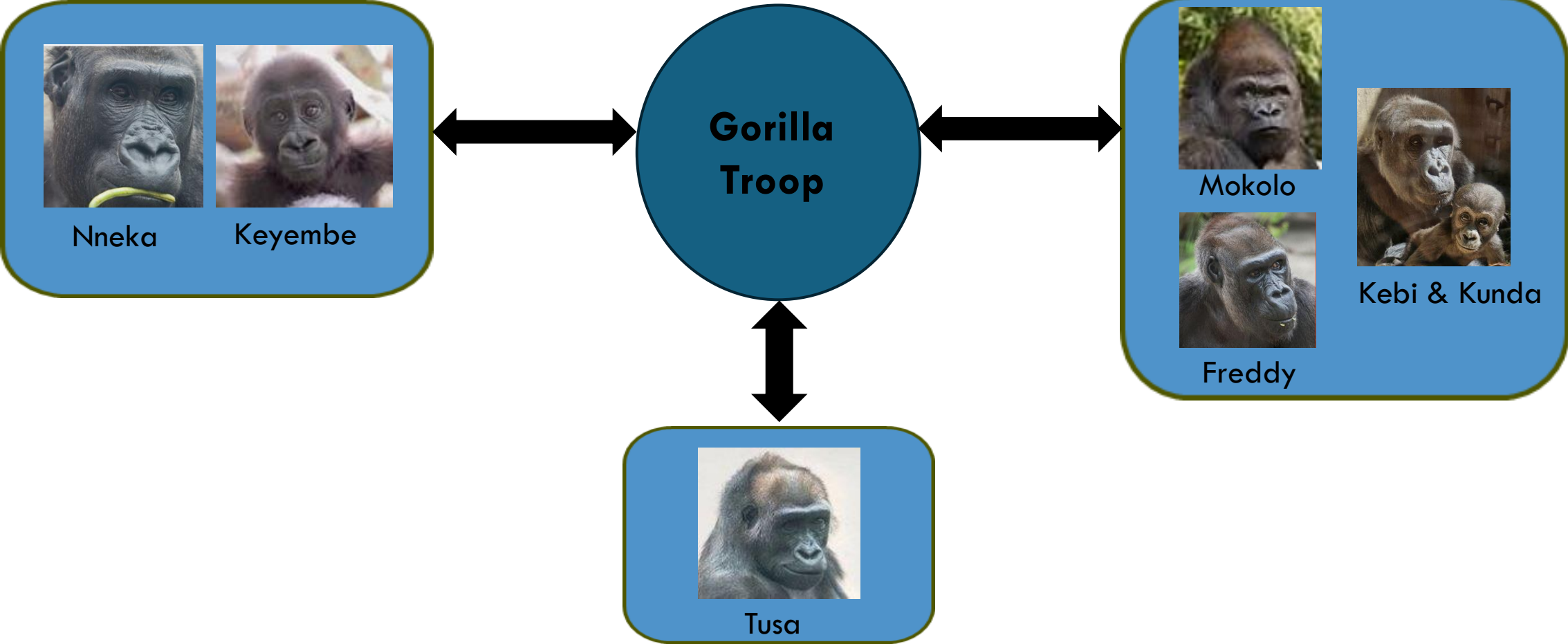
UNTIL THEY WEREN'T...



Little boy group dynamic behavior is challenging!
Baby play and taking is seen in multiple other gorilla family groups



IMPLEMENT FISSION FUSION HUSBANDRY STRATEGY



Strategy and implementation of baby bootcamp and toddler tough love



Reintroduction to Freddy, Kebi, Kunda & Mokolo



Bringing the troop back together



Bringing the troop back together



Jameela's journey

- Coverage on baby Jameela's journey since March 22 has totaled 319 media hits, reaching an estimated 750 million at an ad equivalency value of \$6.9 million.
 - There were 115 broadcast and digital stories in Ohio, 102 stories in Texas where Jameela was born, and media hits in more than a dozen other states.
- Additionally, social media has garnered more than 2.5 million impressions driving 225,000 engagements.
- Cleveland Metroparks Zoo has attracted more than 15,000 new followers on social media.
 - Facebook: 7,460, Instagram: 5,567, YouTube 2,300
- Zoo website views grew by more than 10x on the gorilla related webpages.





ASSOCIATION
OF ZOOS &
AQUARIUMS



"Teams are incredible things. No task is too great, no accomplishment too grand, no dream too far-fetched for team. It takes teamwork to make the dream work."

John Maxwell