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Cincinnati Zoo and The Gorilla Glue Company Team to Create Recycling Challenge
Program Aims to Save Natural Resources; Animal and Mineral

CINCINNATI, OH – September 15, 2011 – The Cincinnati Zoo’s Project Saving Species and The Gorilla Glue Company have teamed up to create a national competition called, “Go Bananas Challenge!” Beginning today, schools and scout groups across the country can submit creative campaigns to collect and recycle cell phones to help save gorillas. Funds raised will help support the Zoo’s Conservation Fund.

Recycling cell phones reduces mining for coltan, an ore used in cell phones. The world’s largest supply of coltan is located in one of the largest gorilla enclaves, the Democratic Republic of Congo. Once numbering in the millions, the gorilla population is now down to about 200,000 and mining, deforestation and poaching continue to pose a risk for the remaining gorillas.

There are currently more than 270 million cell phone users in the United States alone and more than 4 billion users worldwide. The average lifespan of a cell phone in the United States is about a year and a half. Of these old cell phones that are no longer in use, less than one percent are recycled. Cell phones also contain lead, mercury, cadmium and arsenic which are hazardous waste so if sent to landfills they can filter into the soil and groundwater.

The group that collects the most cell phones will be awarded the grand prize of \$4,000 and the group with the most creative campaign as determined by a people’s choice vote will win \$1,000. Signing up is easy – join the challenge online by visiting www.cincinnati-zoo.org/savingspecies. The contest ends January 27, 2012 and the winning group will be announced on February 1, 2012.

“This is a fun way for kids to get involved in making a difference on a global scale,” said David Jenike, Chief Operating Office at the Cincinnati Zoo. “Kids love animals and kids love a challenge. This is the perfect pairing.”

“The gorilla is a symbol of strength and a central component of our company’s brand. This program is an excellent opportunity to help save precious natural resources and make an impact,” states Peter Ragland, president, Gorilla Glue Company.

In 2010, the Cincinnati Zoo recycled 10,365 cell phones, more than any other Zoo in the country, and kept at least 600 pounds of accessories and 300 pounds of batteries out of landfills. The goal for this year’s challenge is 25,000 cell phones and the Cincinnati Zoo cannot do it alone.

For more information about the Cincinnati Zoo’s Project Saving Species cell phone recycling program and the Go Bananas Challenge!, please log onto www.cincinnati-zoo.org/savingspecies.

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The world famous Cincinnati Zoo & Botanical Garden was rated the #1 attraction locally and one of the top zoos in the nation by Zagat Survey. It was recognized by Parents Magazine as #7 on the “Top 10 Best Zoos for Kids.” It has also been recognized by Child Magazine as one of “The 10 Best Zoos for Kids.” Over one million people visit the Zoo’s award-winning exhibits, and more than 500 animal and 3000 plant species annually. The Zoo is an accredited member of the Association of Zoos & Aquariums (AZA) and the American Public Gardens Association (APGA), is internationally known for its success in the protection and propagation of endangered animals and plants, and engages in research and conservation projects worldwide.

About The Gorilla Glue Company

Headquartered in Cincinnati, Ohio, The Gorilla Glue Company is a leading manufacturer of adhesive solutions for DIYers, woodworkers and professionals. The company revamped the retail adhesive landscape with its 1999 introduction of the wildly popular Gorilla Glue, a unique, all-purpose adhesive with an amazing ability to bond almost any material including wood, ceramic, stone, metal and more.

On a mission to make products that deliver impressive results, the company has since expanded its offerings to include Gorilla Tape®, Gorilla® Super Glue Impact-Tough® Formula, Gorilla® Wood Glue, and Gorilla® Epoxy—further solidifying the brand’s reputation as the go-to product line For The Toughest Jobs On Planet Earth®.

Gorilla products have earned recognition for performance and innovation from multiple media outlets including *Popular Science* magazine’s Best of What’s New Award and *Popular Mechanics* Editor’s Choice Awards. The products also bear the *Good Housekeeping* Seal.

Gorilla brand products are proudly made in the USA.

For more information, visit www.gorillatough.com or call (800) 966-3458