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Binder Park Zoo

[www.binderparkzoo.org](http://www.binderparkzoo.org)



## Binder Park Zoo “Zoorassic Park” selected as a Lowe’s 100 Hometowns project

**July 20, 2021, Battle Creek, MI:** Binder Park Zoo was selected as one of 100 impact projects out of more than 2,200 submissions that are the cornerstone of 100 Hometowns, an initiative to celebrate Lowe’s centennial. The project awards were announced to the public on Tuesday, July 20 and include 35 community centers, 19 community spaces, nine shelters, eight housing facilities, seven cultural preservation projects, seven playground installations, six gardens, four food pantries, four skilled trades projects, and one civic upgrade in 36 states across the country. Details of each of the 100 Hometowns project and their progress may be found at Lowe’s 100 Hometowns landing page and at #100Hometowns on social media.

Binder Park Zoo’s submission sought support for an exciting new exhibit called Zoorassic Park. Currently under construction on the site of the former children’s zoo, the exhibit will leverage the timeless obsession we have with these mysterious but fascinating, prehistoric creatures. A collection of close to twenty life-size dinosaur displays will be strategically placed inside Zoorassic Park. Fun hands-on activities, STEAM-based education programs and public events combine to create fun learning opportunities that spark imagination and deliver the message of conservation from a “Zoorassic” point of view! Binder Park Zoo enjoys a long association and strong community partnership with Lowe’s Home Improvement Store #0069 at 6122 B Drive North in Battle Creek.

“Being nominated and selected for this amazing opportunity is truly a testament to the support the zoo receives from Lowe’s and the surrounding community,” said Diane Thompson, Binder Park Zoo President & CEO. “Zoorassic Park will transform the former children’s zoo in prehistoric ways!” Thompson continued, “The zoo is grateful for the support from Lowe’s and, specifically, Kelly Flees, Pro Sales Specialist, for her work with nominating the zoo. We are thrilled to be a part of the 100 Hometowns project.”

Lowe’s invited people nationwide to nominate a hometown project and share their hometown stories to demonstrate the possibility all neighborhoods hold. Lowe’s awarded 100 grants as part of a \$10 million commitment to give back to the communities Lowe’s serves and help recipients complete projects to build, repair, beautify, inspire and improve communities across America. The 100 projects are expected to be completed this year.

“We are inspired by the nationwide response to 100 Hometowns, which brought people from all across the country to share with us their remarkable stories and hope for how their community might be made a little better,” said Marvin R. Ellison, Lowe’s chairman and CEO. “Lowe’s has been dedicated to improving homes, and hometowns, since its founding in 1921, and we look forward to continuing to do so for the next 100 years.”

### About Binder Park Zoo

Binder Park Zoo is located in southwest Michigan and home to a diverse array of exotic and native animal species. The natural and spacious habitat design that blends animal habitats into the surrounding landscape is a 44-year hallmark of the zoo that respects animals and delights guests. Delivering the message of conservation through engaging programs and fun experiences lies at the heart of the zoo’s mission to *Connect. Inspire. Conserve. Connect people with nature. Inspire them to conserve.* The Conservation Carousel, vintage Z.O. & O. miniature train and trip to the 50-acre Wild Africa exhibit aboard the Wilderness Tram are but several zoo adventures that entertain while making meaningful connections to nature.

Binder Park Zoo is a 501(c)(3) nonprofit organization and an accredited member of the Association of Zoos & Aquariums (AZA) since 1983 – a rigorous process that happens every 5 years. Of 238 AZA accredited zoos and aquariums, Binder Park Zoo is one of only four that do not receive tax funding. For more information visit [www.binderparkzoo.org](http://www.binderparkzoo.org). Zoorassic is expected to open to the public this summer.

### About Lowe's

Lowe's Companies, Inc. (NYSE: LOW) is a FORTUNE® 50 home improvement company serving approximately 20 million customers a week in the United States and Canada. With fiscal year 2020 sales of nearly \$90 billion, Lowe's and its related businesses operate or service more than 2,200 home improvement and hardware stores and employ over 300,000 associates. Based in Mooresville, N.C., Lowe's supports the communities it serves through programs focused on creating safe, affordable housing and helping to develop the next generation of skilled trade experts. For more information, visit [Lowe.com](http://Lowe.com).