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KIDSCREENED

News

NatGeo Kids celebrates World Animal Day

by: Emily Claire Afan Oct 2, 2009 | [Share](#)

In partnership with US and Canadian zoos, [National Geographic Kids](#) Entertainment is prepping for the second North American World Animal Day promo.

Teaming up with five zoos across both countries, the promo will use animal content from *National Geographic Kids* magazine along with characters from NGKE animated preschool series *Mama Mirabelle's Home Movies* and *Toot & Puddle*.

The promo will take place throughout October, targeting kids two to 12 and their caregivers. With World Animal Day on October 4, three of the five zoo events will offer hands-on workshops with NatGeo photographers, who'll introduce kids to photography and send them on assignment to observe animals at the zoo. All five zoos will house a craft zone, book readings and special screenings of *Mama* and *Toot*, with the events concluding with a parade and cupcake ceremony.

Fairmont Hotels & Resorts, Movies for Mommies/Toons for Toddlers, Zoo Pals and Sandylion Stickers are marketing partners for this year's events. Zoos included in the promo are the Roger Williams Park Zoo (Providence, RI), Valley Zoo (Edmonton, Canada), Calgary Zoo (Canada), Toronto Zoo (Canada) and Phoenix Zoo in Arizona.

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