



ZOOLOGICAL ASSOCIATION
OF AMERICA

Advocate. Educate. Conserve.

What is the Zoological Association of America (ZAA)?

ZAA is a non-profit, membership-based accrediting organization dedicated to responsible wildlife management, conservation and education. Our organization, which was formed in 2005 as a union between the United Zoological Association and International Society of Zooculturists, upholds the highest level of professional standards in animal welfare, safety and ethics.

ZAA is inclusive when it comes to caring about animals and consists of a wide range of members and accredited facilities that include publicly and privately funded facilities, and nonprofit organizations. All contribute to global wildlife conservation education and conduct programming designed to help the public connect with wildlife and understand the vital importance of preserving it. Ultimately, ZAA strives to *advocate* proactively for our members, animals, visitors, and industry; *educate* through professional development and community outreach; and *conserve* by promoting conservation and awareness of all wild things.



Here are some statistics you may find interesting:

- Sixty of ZAA's 61 accredited facilities are located in the U.S. across 27 states
- ZAA-accredited facilities collectively attract 15 million visitors per year and reach 8 million students through education programming
- ZAA-accredited facilities have a combined annual budget of \$150 million, with \$4 million directly supporting conservation programs worldwide

ZAA serves as a voice for its members on legislative matters concerning animal care and management, and our leadership team is positioned to provide expert opinions on such issues.



Kelly George, Ph.D., is the executive director of ZAA. Prior to stepping into this role in 2023, she was a faculty member with the Ohio State University's Department of Animal Sciences. Dr. George is also a founding partner of the KUZU Group, a firm that provides animal-welfare, behavior and training consultation services to zoological facilities; a member of the Wendy's Animal Welfare Council; a member of the Managerial Advisory Board for Worth Wild Africa, a conservation nonprofit organization; and the chair of ZAA's Animal Welfare Committee. Through her research, Dr. George has explored the human-animal relationship with a focus on welfare and behavior.



Holly Hunt is the board chair of ZAA, leading an all-volunteer board of directors consisting of 10 zoo directors and owners. She is the president and co-owner of two family-owned businesses: African Safari Wildlife Park, a ZAA-accredited facility in Port Clinton, Ohio; and International Animal Exchange, Inc., an animal transportation firm. Ms. Hunt has more than 30 years of experience in the zoo and aquarium field. She regularly consults with zoos, regulators, scientists, and U.S. and international government agencies on improving animal regulations, welfare, nutrition, exhibitry and conservation through cooperation, compromise and best practices.

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