

**Workshop 7: Taming Wild Beasts****Reading 3 Project: Zoos Go Wild!**  
**A New Zoo!**

*What happens when zoo animals get bored? The zoo “goes wild”!*

**Project:** Create a magazine ad for a “wild” zoo like the Bronx Zoo or the Central Park Zoo.

**Procedure****1. Brainstorm.**

Review pages 172–175 of your *rBook*. Zoos have made great habitats for animals like Gus. Imagine your job is to create an ad to get people to visit the new habitats. Answer these questions on paper to get started:

- What new habitats does the zoo offer now?
- Why are these habitats better for animals?
- Why will people enjoy them more?

**2. Write and design.**

Write ideas for your ad. Remember, your goal is to make people want to visit the zoo.

- Create a tag line like, “The Zoo Is All New!”
- Write about things you can do at the zoo. For example, “Hop on a trolley car,” or “Catch a polar bear doing a cannonball!”
- Use pictures or illustrations to show what the zoo is like.

**3. Present.**

Type the words for your ad on the computer. Use a larger size font for things you want to make stand out, like your tag line. Print them out and arrange them on poster board. Add your illustrations or pictures. Display your ad in your classroom.