

For Immediate Release

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ZooMontana to Unveil Born Learning Trail

The Trail is a Collaborative Effort Between the Zoo, United Way, and Phillips 66

Billings, MT (November 7, 2022) – ZooMontana will debut a new *Born Learning Trail* on Thursday, November 10th at 10:30am. Through a collaborative effort with United Way and Phillips 66, the new trail is designed to offer fun and active learning activities for young children and their families. The interactive walk creates engagement opportunities for families while enjoying the Zoo. “We felt ZooMontana was the ideal location for this wonderful trail” said Pam Sanderson, Volunteer Engagement/Volunteer Center Director at United Way. “We at United Way are excited to see the trail put to use, especially at a location that sees so many family interactions” she added.

Jeff Ewelt, Executive Director of ZooMontana is honored to host the trail. “We’re so happy to debut this new and fun activity. We appreciate the trust United Way has shown us by having the trail installed here, and we’re thankful for community partners like Phillips 66 that invest in great opportunities such as this”.

According to United Way’s website, “Born Learning Trails are especially popular, turning everyday experiences into teachable moments. These multi-station, family-learning courses connect learning in the classroom to real-world activities around the community and out in nature. Introduced to nearly 1,000 communities, the trails support language, literacy, and social skills development, and remind us that learning can be fun.” The trail can be accessed at any time during a Zoo visit.

Media is encouraged to attend the trail ribbon cutting, set for Thursday, November 10th at 10:30am at ZooMontana. The event will also be live streamed on [The United Way of Yellowstone County Facebook Page](#).

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About ZooMontana

[ZooMontana](#) is a nonprofit 501 (c) (3), AZA accredited educational organization committed to the best in animal care, conservation and wildlife education. As Montana’s only Zoological and Botanical Park, ZooMontana is dedicated to wildlife education and conservation revolving around the 45th parallel of earth. The Zoo is located at 2100 S. Shiloh Rd. in Billings, MT just off the Zoo Drive exit (443) of Interstate 90. Find the Zoo on the web at zoomontana.org and on [Facebook](#). ZooMontana is open every day at 10am.

About United Way

[United Way of Yellowstone County](#) has been in operation for over 50 years. Our work aims to improve lives in Yellowstone County by identifying and working through our community's most complex issues. Through community coalitions, in-house programs, and agency grants, we touch the lives of thousands of citizens every year while focusing on school readiness, school success, crisis stabilization and senior independence.