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Aza's Maze: Rainforest Adventure
AZA (American Zoo & Aquarium Association) traveling exhibit sponsored by Starbucks Coffee

Researched content, wrote copy and managed project, coordinating the efforts of Minotaur Maze Exhibits (3D design), Starbucks Coffee (graphic design), and AZA (content expertise). Developed and analyzed educational assessment. The primary communication goals for Aza's Maze were the importance of rainforest biodiversity, the effectiveness of sustainable practices, and the role of AZA accredited zoos and aquariums in the conservation of endangered species and habitats. The educational content was based on National Science Standards and AZA Conservation Education Committee's Conservation Messages. Aza's Maze was featured in the June 2004 issue of *Communiqué*.

Welcome to the Rainforest!

Join us on a Rainforest Adventure and explore one of the most diverse but endangered ecosystems on our planet.

Journey through the dense layers of the rainforest, from the tops of the tallest trees to darkest reaches of the forest floor. Discover some of the many of amazing plants and animals that inhabit the rainforest.

Hi, I'm Aza! The rainforest is one of the least known habitats on Earth. Like my maze, it is full of mystery. Discover the wonders of the rainforest as you find your way through the maze. You never know what you might encounter.

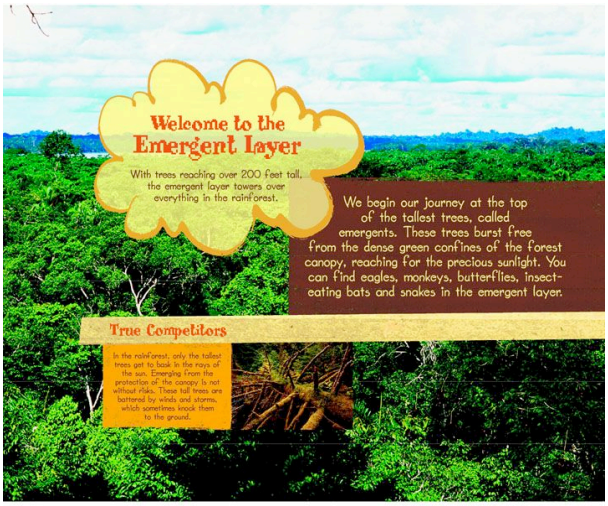
Welcome to the Emergent Layer

With trees reaching over 200 feet tall, the emergent layer towers over everything in the rainforest.

We begin our journey at the top of the tallest trees, called emergents. These trees burst free from the dense green confines of the forest canopy, reaching for the precious sunlight. You can find eagles, monkeys, butterflies, insect-eating bats and snakes in the emergent layer.

True Competitors

In the rainforest, only the tallest trees get to bask in the rays of the sun. Emerging from the protection of the canopy is not without risks. These tall trees are battered by winds and storms, which sometimes knock them to the ground.



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