



ARIZONA-SONORA
**DESERT
MUSEUM**

MEDIA RELEASE

Contact: Rosemary Prawdzik
Phone: 520-883-3070/Fax: 520-883-2500
rprawdzik@desertmuseum.org
www.desertmuseum.org

IT'S OFFICIAL—THE VOTES ARE IN!

Tucson, AZ (April 20, 2015) Meet Strawberry—the Desert Museum's NEW black bear cub that debuted to the public on March 30th. Online voters selected the cub's name after a hotly contested race. Strawberry took the lead just three days before the contest ended, garnering 36% of the online vote.

The three names chosen by the Mammalogy and Ornithology department, which is responsible for the cub's care, were based on the following criteria: 1) Reflects the Desert Museum's mission; 2) Relates to the Sonoran Desert; 3) Relates to the scientific name, and 4) Similar to the creative names given by the former Museum educator, Hal Gras.

The names finished in the following order:

1. Strawberry: An area near Payson where the cub was rescued
2. Judumi: Tohono O'odham for bear
3. Usula: From the scientific name for bear, *Ursus Americanus*

Strawberry debuted to the public on March 30th, 2015, at which time the two-week long naming contest began. The cub was rescued in August 2014 after she was found injured near Payson. She was approximately five months old at the time and weighed 20 lbs. She was taken to the Southwest Center for Conservancy where her injuries were repaired and she spent time in rehabilitation. The adoption was facilitated by the Arizona Department of Game and Fish.

(more)

Now just over a year old, Strawberry makes her home in the Mountain Woodlands exhibit at the Desert Museum where her playful antics have been delighting museum guests since her arrival.

The Arizona-Sonora Desert Museum is one of the nation's leading outdoor, living museums, featuring more than 230 animals and 1,200 varieties of desert plants. Its purpose is to inspire people to live in harmony with the natural world by fostering love, appreciation, and understanding of the bi-national, Sonoran Desert region. The museum is located at 2021 N. Kinney Road, in Tucson Mountain Park adjacent to Saguaro National Park (West). It is open daily year round with operating hours varying by season. Call (520) 883-2702 or visit www.desertmuseum.org for more information.