

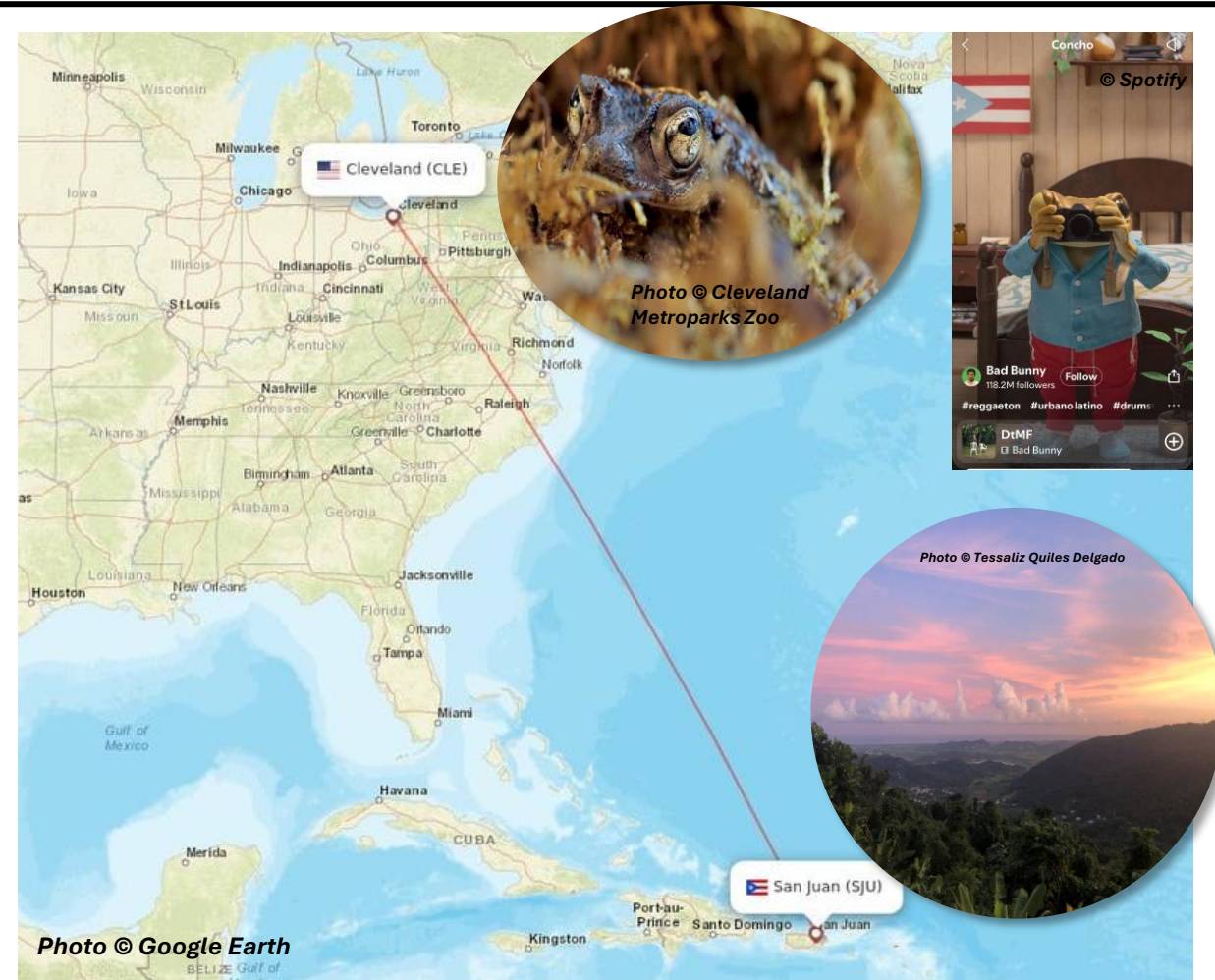
Photo © Cleveland Metroparks Zoo

Tessaliz Quiles Delgado
Community Engagement Manager
Education and Engagement
Cleveland Metroparks Zoo

From Inspiration to Impact: How the Puerto Rican
Crested Toad Became a Powerful Tool for
Education, Conservation and Cultural Connection

A Story that Hits Close to Home

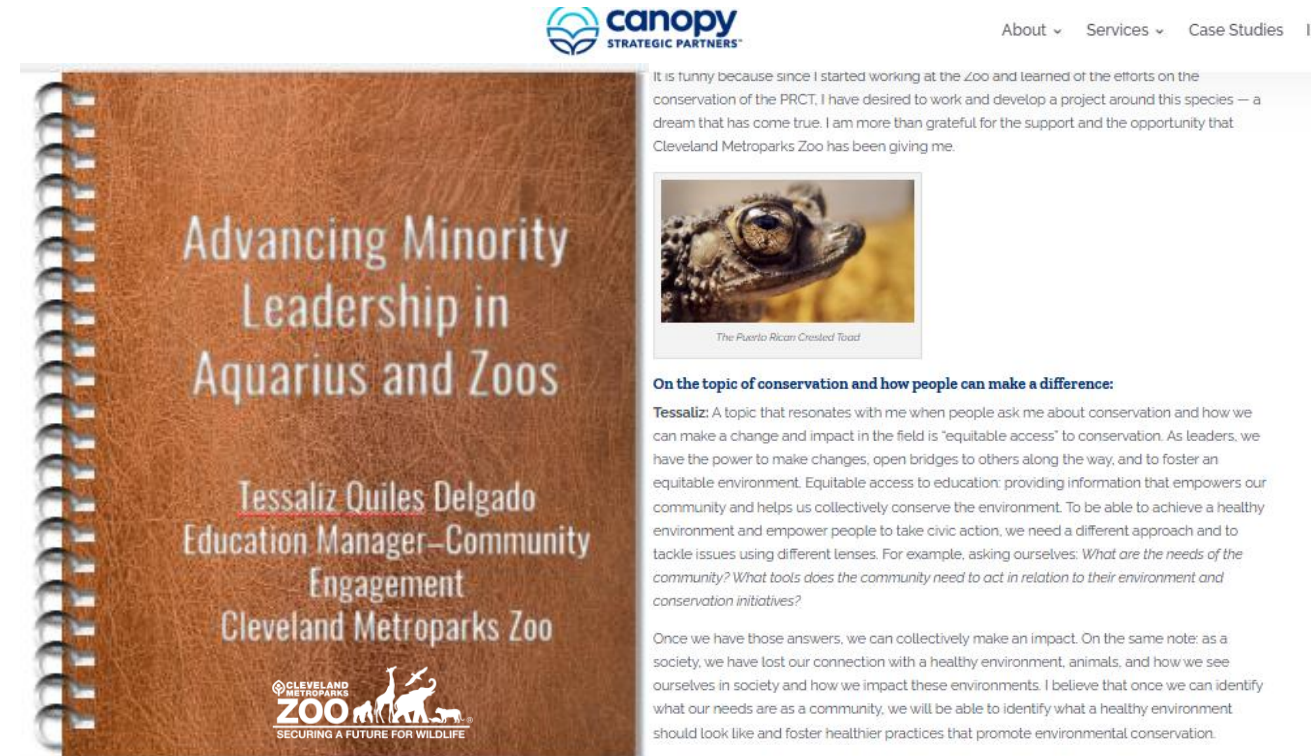
- Cultural and ecological significance of the species.
- Recognition of the Zoo's active role in species conservation.
- Deep connection to the Puerto Rican Crested Toad.
- Expanded international visibility due to recognition by Bad Bunny (*Benito Antonio Martínez Ocasio*).



From Passion to Purpose

- Selected for the *AMLZA Emerging Leaders Program* (2024).
- Focus on leadership, collaboration, and organizational impact.
- Required to design a **cross-team, high-impact project**.
- Cross-divisional organizational support from Human Resources and Zoo leadership team.

AMLAZ Program Update: In Conversation with
Tessaliz Quiles Delgado and Alex Rodriguez



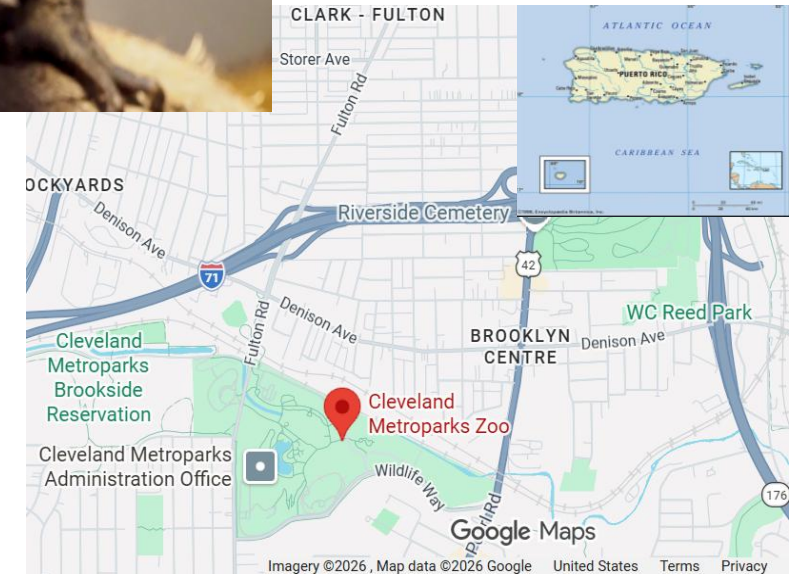
AMLZA Program Framework

- Built through collaboration across division.
- Designed as a meaningful educational project.
- Focused on strengthening our connection with the communities we serve.
- Sharing our amazing conservation efforts.



Purpose of the Book

- Highlight our conservation efforts supporting the Puerto Rican Crested Toad.
- Community engagement; emphasize our impact within Puerto Rican communities in Cleveland and Puerto Rico.
- Strengthen connections between both communities through shared conservation and educational initiatives.
- Give back by fostering greater environmental awareness and inspiring conservation action.



From Idea to Action

Book Development Process

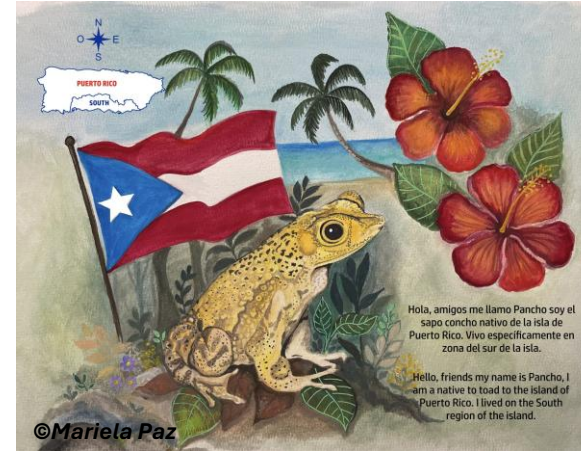
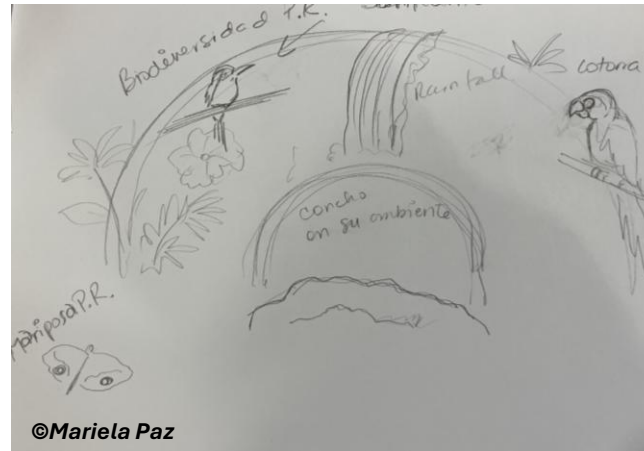
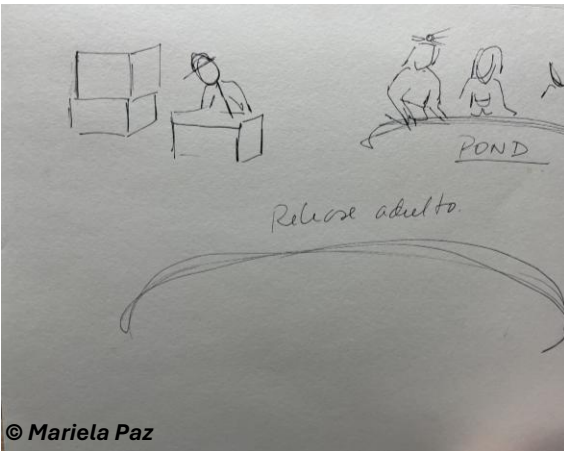
Conducted research and identified key content for the story.

Developed the storyline in Spanish and English.

Partnered with a local artist to create the illustrations.

Led cross-departmental reviews and coordinate bilingual copy editing.

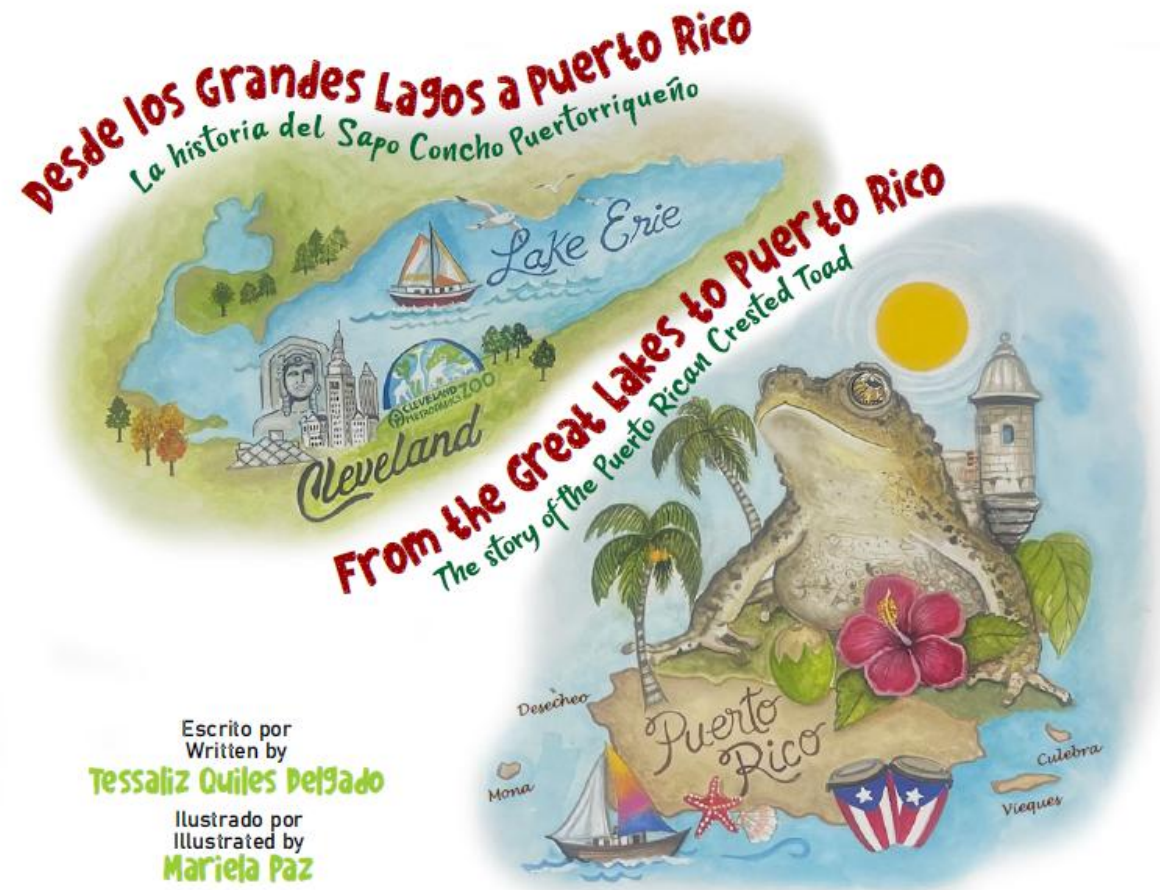
Oversaw final design, production, and printing.



Bringing the Book to Life

From the Great Lakes to Puerto Rico The story of the Puerto Rican Crested Toad

- Storyline that highlights the Zoo's conservation efforts.
- Includes action steps for readers in Cleveland and Puerto Rico.
- Fully bilingual (Spanish/English) to support dual-language literacy development.



Bringing the Book to Life

From the Great Lakes to Puerto Rico
The story of the Puerto Rican Crested Toad

- Includes a glossary for new concept understanding.
- Aligned with educational standards in Cleveland, Ohio, and Puerto Rico.
- All illustrations were hand painted in canvas by Mariela Paz and digitalized for the book inclusion.



Illustration © Mariela Paz

How Will the Book Be Used?

- Implementing **bilingual book readings and educational programs** in partnership with Cleveland Metropolitan School District (dual language schools).
- Expanding **community engagement and outreach initiatives** across Cleveland.
- Collaborating with field partners in Puerto Rico to **distribute the book to schools and community organizations across the island.**





Thank You!

