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Brevard Zoo receives donation from RCI Optics

MELBOURNE, Fla., December 5, 2022— Brevard Zoo’s Indian River Lagoon restoration efforts are getting a financial boost thanks to Right Coast Independent (RCI) Optics, a premium sunglass brand based in Cocoa Beach. Earlier this month, the Zoo’s Restore Our Shores (ROS) program was the beneficiary of a \$24,000 donation from RCI Optics. This marks the third year the Zoo has received such a donation from RCI Optics – and it’s the largest gift to date.

“The Indian River Lagoon is so important to so many, from providing a home to more than 4,000 species of plants and animals to offering an amazing recreation opportunity for boaters, fishers and other local people,” said Jody Cassell, the Zoo’s Director of Conservation. “RCI Optics’ generous gift helps support our efforts to preserve and protect this incredible waterway.”

This donation consisted of proceeds from RCI’s annual Inshore Invitational fishing tournament, which included a raffle for a boat, on October 7 and 8. The event had many sponsors, including East Cape Skiffs, LIVE Watersports, RCI Optics, Skinny Water Culture and Yamaha Outboards. The invitational was unable to take place the past two years in an effort to keep participants safe during the COVID-19 pandemic.

“We were surprised at how many people joined us this year,” said Tony Walker of RCI Optics. “I think everyone was really hungry to back into it.”

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Brevard Zoo is home to more than 900 animals representing 195 species from all over the world. As a not-for-profit organization, it is a leader in the fields of animal wellness, education and conservation. More information is available at www.brevardzoo.org.

Treetop Trek features five aerial obstacle courses that whisk guests above parts of the Zoo and through lush Florida landscapes. More information is available at www.treetoptrek.com.