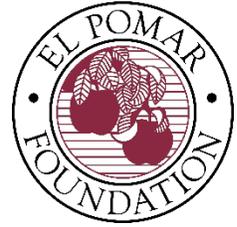


FOR IMMEDIATE RELEASE



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El Pomar Foundation's Penrose Heritage Museum Celebrating 100 Years of Cheyenne Mountain Zoo

Colorado Springs, CO – March 17, 2026 – El Pomar Foundation's Penrose Heritage Museum is proud to announce the opening of a new exhibit on March 17 celebrating the 100th anniversary of Cheyenne Mountain Zoo. With its mission to preserve and share the history of Spencer and Julie Penrose, the Museum is pleased to participate in the Zoo's centennial festivities. Featuring never-before-seen objects and archival materials, the exhibit explores the origins of this extraordinary mountain-top zoo and highlights select moments from its early development. With special moments from both the Penroses' and Zoo's history, the exhibit serves as a meaningful complement to the Zoo's broader centennial celebrations. Visitors will discover how Spencer Penrose's bold vision shaped Cheyenne Mountain Zoo during an era when zoos across the country were forging the standards and values that define animal care as it is today.

The new exhibit at Penrose Heritage Museum explores:

- The Zoo's early history, from the Penroses' private collection to the formation of the Cheyenne Mountain Zoological Society
- Archival photographs, early Zoo documents, and historic Penrose family materials
- A new short documentary video within the exhibit dives deeper into the story
- Hands-on activities for families and children to engage with the exhibit

Founded in 1926 by Spencer and Julie Penrose, Cheyenne Mountain Zoo evolved from a private menagerie into a world-class zoological institution. Spencer first began collecting animals at his Turkey Creek Ranch, established in 1912 just south of Colorado Springs. As the collection was relocated to Cheyenne Mountain and expanded over the ensuing decade, the Penroses established the Zoo as a nonprofit dedicated to education and conservation.

In October 1941, Julie Penrose opened the original El Pomar Carriage Museum to showcase the Penroses' collection of carriages and other items she and Spencer acquired from their travels, and to keep the tradition of coaching alive. Over time, the museum has evolved to share the history of the Penroses and of the Pikes Peak International Hill Climb, created by Spencer Penrose in 1916. These efforts continue to connect the community with the enduring legacy of Spencer and Julie Penrose in the Pikes Peak region.

The Museum team has placed an emphasis on family-friendly fun for the exhibit, including animal footprints leading visitors to the displays, comprehensive activity book for kids, and a Family Exploration Day on June 6 with a number of interactive animal-themed activities, including Zoo animal encounters.

Admission is always free to Penrose Heritage Museum. Museum staff will provide free parking validations for The Broadmoor hotel parking garage immediately adjacent to the museum. No reservations or tickets are required.

The Museum is located at 11 Lake Circle (across the street from The Broadmoor's main entrance and adjacent to the entrance of the Broadmoor Parking Garage). More information about the museum and El Pomar's other historic properties can be found at: <https://www.elpomar.org/About-Us/museum-and-legacy-properties/>

Additional information about the centennial celebration can be found at:
<https://www.elpomar.org/celebrating-100-years-of-cheyenne-mountain-zoo/>

More information about Cheyenne Mountain Zoo can be found at: <https://www.cmzoo.org/your-cmzoo-story/>

Photos from Cheyenne Mountain Zoo's early days can be found at:
<https://elpomar.egnyte.com/fl/p8gHywGqwwwq>

About Penrose Heritage Museum

Penrose Heritage Museum showcases the history and heritage of the Pikes Peak region through the personal artifact collection of Colorado Springs' philanthropists Spencer and Julie Penrose. Together, the couple were responsible for creating, or helping to create, some of the most iconic institutions and events in Colorado Springs history, such as Pikes Peak Highway, Pikes Peak International Hill Climb, The Broadmoor, Colorado Springs Fine Arts Center at Colorado College, Cheyenne Mountain Zoo, and Pikes Peak or Bust Rodeo, to name a few.

About El Pomar Foundation

El Pomar Foundation is one of the largest and oldest private foundations in Colorado. El Pomar contributes approximately \$30 million annually through grants in the areas of arts and culture, civic and community initiatives, education, health, and human services, as well as community engagement and leadership development programs to support Colorado nonprofit organizations, including three historic properties open to the public: Penrose Heritage Museum, Penrose House Conference Center, and Will Rogers Shrine of the Sun. Spencer and Julie Penrose founded El Pomar in 1937 with the mission to enhance, encourage and promote the current and future well-being of the people of Colorado.

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