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Dalbey named communications editor at Great Ape Trust of Iowa

Des Moines, Iowa – March 29, 2007 – Great Ape Trust of Iowa has announced Beth Dalbey will join the primate scientific research center in Des Moines as communications editor. Dalbey is currently editorial director of Business Publications Corporation in Des Moines, publisher of *Des Moines Business Record* and *dsm* social magazine. Dalbey begins her duties May 1.

“Beth will be a significant addition to the communications efforts at Great Ape Trust. We’re fortunate to have someone of her journalistic experience, integrity and professionalism as a member of our organization,” said Al Setka, communications director at The Trust. “We had 148 very qualified candidates apply for this position, which speaks not only to Beth’s capabilities but also to the interest Great Ape Trust has generated in our community.”

In her role as communications editor, Dalbey will oversee the editorial content and direction of Great Ape Trust’s award-winning Web site. In the months ahead, The Trust will expand the Web site’s scientific research and education sections, implement blogs from the orangutan and bonobo research teams, incorporate a series of Web cams, enhance the ape video and photo sections and introduce an on-line gift store of Great Ape Trust merchandise. Dalbey will also be responsible for monthly e-

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newsletters, news releases and the development of custom publications that provide support in the areas of public relations, marketing, development, community relations and academic affairs.

“I’ve been intrigued by the very important work occurring at Great Ape Trust since 2002 when Ted Townsend announced his plans to build this one-of-a-kind research center,” said Dalbey. “Last fall, I had the opportunity to spend time with the bonobos for an article in *dsm* magazine, and that intrigue immediately turned into a passion. It’s exciting to be part of such a bright, creative and energetic team and help move these ideas forward.”

Since May 2003, Dalbey has been editorial director of Business Publications Corporation in Des Moines, publisher of the *Des Moines Business Record*, *dsm* social magazine, *Intro* magazine and custom publications. She served as *Business Record’s* managing editor from 2001 to 2003. In addition, Dalbey was news editor of the *Fairfield Daily Ledger* in Fairfield, IA and editor of the *Dallas County News* in Adel, IA. Under her leadership, *Dallas County News* was named “Newspaper of the Year” by the Iowa Newspaper Association. Dalbey is a native of Burlington Junction, MO.

GREAT APE TRUST BACKGROUND

Great Ape Trust of Iowa is a scientific research facility in southeast Des Moines dedicated to understanding the origins and future of culture, language, tools and intelligence. When completed, Great Ape Trust will be the largest great ape facility in North America and one of the first worldwide to include all four types of great ape – bonobos, chimpanzees, gorillas and orangutans – for noninvasive interdisciplinary studies of their cognitive and communicative capabilities.

Great Ape Trust is dedicated to providing sanctuary and an honorable life for great apes, studying the intelligence of great apes, advancing conservation of great apes and providing unique educational experiences about great apes. Great Ape Trust of Iowa is a 501(c) 3 not-for-profit organization and is certified by the Association of Zoos and Aquariums (AZA). To learn more about Great Ape Trust of Iowa, go to www.GreatApeTrust.org.

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