

# NEWS

THE JACKSON



2918 West Capitol Street  
Jackson, MS 39209

**Date:** April 11, 2008  
**Contact:** Christopher Mims, Director of Marketing and Public Relations 601-352-2599

## **JACKSON ZOO ANNOUNCES "PARTY FOR THE PLANET" EARTH DAY ACTIVITIES**

The Jackson Zoo, in association with the *American Association of Zoos and Aquariums (AZA)*, national media partner *Animal Planet* and local media partner *WLBT*, will be hosting a "Party for the Planet" to recognize this year's Earth Day, Saturday, April 19, 2008 from 10:00 a.m. until 4:00 p.m. with great children's activities, musical performances, presentations and other activities.

**Children's Activities include:** Inky the Clown, face painting, a space jump, a conservation coloring station and more.

**AT&T** is collecting recycled cell phones during the event. The recycled cell phones will be used for the **Cell Phones for Soldiers** initiative. A long-standing mission of AT&T is helping connect military families. Cell Phones for Soldiers, initiated in 2004 by then 14-year-old Brittany Bergquist and her 13-year-old brother Robbie, uses funds from recycled cell phones to buy prepaid phone cards for active duty military members – to help connect them with their families.

Throughout the day, zoo keepers will be conducting "**Keeper Chats**" and providing animal enrichment at various animal exhibits. The "Chats" give visitors a unique opportunity to learn specific behavioral traits of the animals and to ask questions about conservation issues and day to day care of the Zoo's animal collection. Keeper chats will be conducted at the following exhibits:

**Gibbons - African Elephants - Black Bears - Chimpanzees - Tiger - Amur Leopards - African Elephants - Snakes - Spider Monkeys - Frogs - Giraffes - Orangutans - Tapirs - Alligators - Cougars - Red Wolves - Lion-tail Macaques - Red Pandas**

Several local **Environmental, Conservation and Community Organizations** will also be on hand with fun and informative displays that will enlighten visitors about soil and water conservation, recycling, various dangers and other problems of having certain exotic animals as pets, energy reduction and more! Some of the organizations are:

**Mississippi Soil & Water Conservation Commission  
Mississippi Department of Health – West Nile Focus  
Mississippi Animal Rescue League  
Mississippi Development Authority's Energy Department  
Community Animal Rescue and Adoption, Inc.  
Keep Jackson Beautiful**

**Jackson Zoo Docents** will also be setting up additional table displays and providing hands on Animal Ambassador programs during the course of the event.

**Sherman Lee Dillon and the Dillonaires** will be performing at the Wildlife Amphitheatre Stage from 12:30 – 2:30 p.m.

Visitors are also encouraged to check out the new frog exhibit, "**Froggy Bottom.**" while they are here. Froggy Bottom features over twenty species of frogs and salamanders from Asia, Africa, Europe, Central and South America, North America and Australia.

---more---

**Earth Day**  
**Page 2 of 2**

2008 has been declared the "Year of the Frog" to highlight the serious extinction crisis facing 1/3 of all amphibian species world-wide.

Take a ride on the endangered species carousel or ride the train for a charge of \$2.00. Zoo admission is \$6.00 for adults, \$3.00 for children ages 2-12, and \$5.40 for senior citizens (65 and over). Children under the age of 2, and Friends of the Zoo members, are admitted free of charge.

The Jackson Zoo is accredited by the Association of Zoos and Aquariums (AZA). The AZA is America's leading accrediting organization that sets rigorous, professional standards for zoos and aquariums. The AZA is building North America's largest wildlife conservation movement by engaging and inspiring the 143 million annual visitors to its member institutions and their communities to care about and take action to help protect wildlife.

The Jackson Zoo is located at 2918 West Capitol Street and is open daily from 9:00 a.m. until 5:00 p.m. For more information about the Jackson Zoo, call (601) 352-2581 or visit [www.jacksonzoo.org](http://www.jacksonzoo.org).

---###---