

# NEWS

THE JACKSON



2918 West Capitol Street  
Jackson, MS 39209

**Date:** April 15, 2009  
**Contact:** Christopher Mims, Director of Marketing and Public Relations 601-352-2599

## **Jackson Zoo Membership Offers Families Unbeatable Value** *Unlimited Free Visits to the Zoo and Much More*

During these tough economic times, is there anything better than free? How about free admission to the Jackson Zoo for an entire year, plus discounts and a whole lot more? By becoming a Friend of the Jackson Zoo Member, these are just some of the many benefits you will receive.

“Jackson Zoo members truly get a two-for-one deal. Not only do they have the opportunity to visit this extraordinary community resource for free as many times as they want throughout the year, but their membership contributions also provide much-needed support towards zoo operations and animal care, all of which helps the Zoo improve and remain one of the most attended public attractions in the state,” said Christopher Mims, director of marketing and public relations at the Jackson Zoo. “A membership to the Jackson Zoo is an unbeatable value. Plus, it’s a great way to get the family outdoors to connect with nature.”

In addition to free admission, all Jackson Zoo members can take advantage of these benefits:

- Free or discounted admission to more than 100 participating zoos and aquariums across the country
- Subscription to the *Wild Things* newsletter, that keeps you up-to-date on the latest Zoo happenings
- 10% discount at the Jackson Zoo Trading Company gift shop
- Discounted rates for admission to certain special events
- Discounts on Zoo Camp
- Free admission to Members’ Night
- 50% Discount on Parking

The Jackson Zoo offers memberships for individuals and families of all sizes, so you can choose the membership that works best for you. Individual memberships begin at just \$15 and family memberships at \$45, and certain membership levels are tax-deductible. To become a Friend of the Jackson Zoo Member, visit our website at [www.jacksonzoo.org](http://www.jacksonzoo.org) or call 601-352-2580 x 226 to sign up.

Join the Jackson Zoo as it celebrates 90 years (1919-2009) of Education, Recreation, Conservation and Community! Visit [www.jacksonzoo.org](http://www.jacksonzoo.org) to check out exciting special events planned, animal updates, one-of-a-kind education programs, membership and adoption packages, and so much more.

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.

--###--