



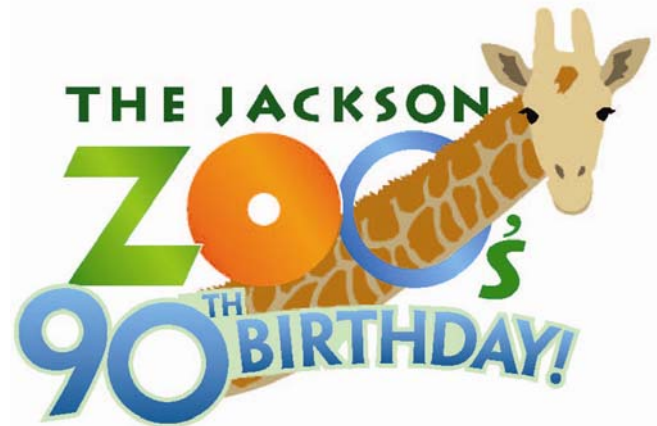
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Jackson Zoo Preparing for 90th Anniversary

Planning is underway for the Jackson Zoo's 90th Birthday Celebration that will be held June 6, 2009 from 10 a.m. until 4 p.m. Sponsors AT&T, the Clarion-Ledger, WLBT, Hallelujah 95.5, Miss 103, Q105.1 and Z106.7 are making sure that the event will be filled with activities for the whole family. The official kick off of the celebration will begin at 10:30 a.m. with a news conference and recognition program at the Wildlife Amphitheatre Stage at the Zoo. During the news conference, proclamations from Governor Barbour and Mayor McLemore will be presented, officials from the Jackson Fire Department who began the Jackson Zoo tradition at Central Fire Station back in the early 1900s will be recognized, along with past zoo officials, board members, and others distinguished guests.



"We invite everyone out to the Jackson Zoo to celebrate our 90th year, because we certainly have improved with age," said Zoo Director Beth Poff. "Over the past several years the Jackson Zoo has really been in improvement mode with the opening of new exhibits and the renovation of others. We aren't done yet. Many more great things are on the horizon such as our new education center and the construction of a new tiger exhibit."

The day will be filled all types of activities, including:

Performances by Inky the Clown * Space Jumps * Dunking Booth * Velcro Wall * Animal Encounters * Children's Games * Performances by local musicians * Photos with Zany Zebra * Keeper Chats * Face Painting & more!

Fisher Price's Little People® Brand is celebrating its 50th birthday this year and they are providing goody bags to give away during the Zoo celebration and other prizes that will be raffled off throughout the day. Chick-Fil-A and Strasburg Children® will also be providing giveaways to zoo-goers.

Of course there will be birthday cake galore! At 1 p.m. we will cut some ½ dozen cakes all over the zoo and share with guests (while supplies last).

Zoo docents will also unveil their newly constructed "Memory Wall" that features photos and other memorabilia from throughout the Zoo's 90 year history. People may submit scanned or electronic photos or find out how to donate hard copies by emailing – zoodocents@gmail.com.

The History of the Jackson Zoo goes back to 1919 originating in the former Central Fire Station, currently the Jackson Chamber of Commerce Building. Firemen doubled as zookeepers and took care of a few native animals and some of

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Birthday

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their pets. As the meager collection grew in size and popularity, a more suitable site was needed. The City Council voted in 1921 to situate the zoo in a portion of spacious Livingston Park. They named it the Livingston Park Zoo in honor of the former owner of the land, Samuel Livingston. The park had been acquired by the city in 1916 for \$36,000.

Join the Jackson Zoo as it celebrates 90 years (1919-2009) of Education, Recreation, Conservation and Community! Visit 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.

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