



Date: July 9, 2009
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15th Annual Ice Cream Safari at Jackson Zoo

The Jackson Zoo is gearing up for the coolest event of the year! The fifteenth annual **Ice Cream Safari** will be held Saturday, July 18, 2009 from 11 am – 2 pm. There will be 14 delicious flavors of Schwan's Ice Cream available for visitors to try – rain or shine!

Local television, radio and print media celebrities will be scooping up the delectable ice cream flavors and all visitors are asked to vote for their favorite flavor as well as favorite celebrity scooper. *Will Howard Ballou maintain his title?* Tickets for Ice Cream Safari passes, allowing visitor samplings, may be purchased for \$1 per person (**yes – still a \$1 donation!**) in addition to regular zoo admission. Friends of the Zoo receive free admission but will need to purchase an Ice Cream Safari pass.

Other activities include an appearance by Inky the Clown, Face Painting, Coloring Table, Space Jump, Keeper Chats and more! Ice Cream Safari is sponsored by Schwan's, World's Finest Food, and WLBT.

Visitors are also encouraged to visit "Penguin Plunge" a special exhibit for this summer only, in our Discovery Zoo area. The penguins will only be here until mid-August so don't miss them!

Zoo admission is \$8.00 for adults, \$5.00 for children ages 2-12, and \$7.20 for senior citizens (65 and over). Children under the age of 2 and Friends of the Zoo members are admitted free of charge. Take a ride on the endangered species carousel or ride the train for a charge of \$2.00.

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. For more information about the Jackson Zoo, call (601) 352-2580 or visit www.jacksonzoo.org. Check us out on FaceBook and Twitter as well!

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