

THE JACKSON



PRESS RELEASE
April 5, 2011

For Immediate Release
Contact:
Rosemary Jalink
Marketing Director
The Jackson Zoo

Zoo Launches New Website

Thanks Comcast for support to create upgrades

JACKSON, MS - 4/5/11

The Jackson Zoo released a new version of its popular website this week-end with design improvements and features to make navigation easier for its visitors. The site may be viewed by all at www.jacksonzoo.org

These improvements were made possible through a grant from the '**Comcast Cares Day**' program which coincided with the zoo's Earth Day and assisted in grounds beautification during last year's Earth Day celebration. This year, grant funding was received based on the number of volunteers who came out to assist the zoo.

'It is so great to have the support of organizations such as Comcast, who not only give their money but also involve their staff to give back to the community' said Beth Poff, the zoo's executive director.

"The Zoo is one organization that has something to offer each and every one of our customers and our employees truly enjoyed their experience there," said Ronnie Colvin, Vice-President/General Manager of Comcast of the Jackson Area. "We are pleased that the grant will enable the Zoo to continue reaching out to the community with information. They have so much to offer visitors."



The Zoo will celebrate Earth Day 2011 on April 22nd.

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.

The Jackson Zoo is located at 2918 West Capitol Street in Jackson and is open daily from 9 a.m. to 5 p.m. Visit www.jacksonzoo.org to check out exciting special events, 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 American'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.

#