

Date: February 23, 2007
Contact: Christopher Mims, Director of Marketing and Public Relations 601-352-2599

Jackson Zoo to Celebrate AT&T Zoo Day

The Jackson Zoo will be celebrating AT&T Zoo Day Saturday, March 10th from 10 a.m. until 4 p.m. The festivity will incorporate a variety of activities, music, and fun for the entire family.

AT&T Zoo Day will feature live music throughout the day from Mississippi artists such as Animal Farm, The Rainmakers, and Chris Gill and the Soul Shakers. A variety of local craftsmen and other artisans are also coming out to celebrate Zoo Day. Visitors can watch demonstrations from various craftsmen and even purchase some one-of-a-kind keepsakes.

Be prepared for a day of fun! This festive environment will offer opportunities for children to participate in a variety of activities including games, a Space Jump, a coloring station, face painting, and performances by Inky the Clown. Toys R Us' Geoffrey the Giraffe, McDonald's Ronald McDonald, and Smokey the Bear will be making special appearance throughout the day. The Jackson Fire Department will also have the Children's Fire Safety Trailer on hand. Children will not want to miss out on educational opportunities, dancing with Zany Zebra, and Keeper Chats.

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. Funds for this year's Zoo Day will help pay for a new wreathed hornbill exhibit.

The Jackson Zoo is dedicated to its mission, to provide visitors with a quality recreational and educational environment dedicated to wildlife care and conservation. The new 4-plus acre Wilderness Mississippi was opened in 2006, and last year also marked the unveiling of a new entryway off Capitol Street and renovation of the orangutan exhibit. This year construction of a state-of-the-art Mississippi Discovery Center will begin. The Zoo also plans to make improvements to the elephant, tiger and leopard exhibits.

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.

