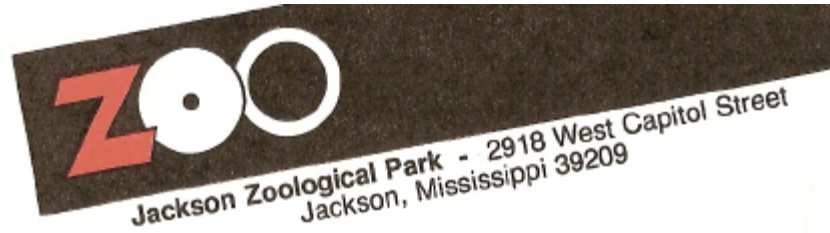


NEWS



Date: April 12, 2007
Contact: Christopher Mims, Director of Marketing and Public Relations 601-352-2599

JACKSON ZOO ANNOUNCES "PARTY FOR THE PLANET" EARTH DAY ACTIVITIES



The Jackson Zoo, in association with the **American Association of Zoos and Aquariums (AZA)** and media partner **Animal Planet**, will be hosting a "Party for the Planet" during this year's Earth Day, Saturday, April 21, 2007 from 10:00 a.m. until 4:00 p.m. with various presentations and other activities.

Throughout the day, zoo keepers will be conducting "**Keeper Chats**" and providing animal enrichment at various animal exhibits. The "Chats" give visitors a unique opportunity to learn specific behavioral traits of the animals and to ask questions about conservation issues and day to day care of the Zoo's animal collection. Keeper chats will be conducted at the following exhibits:

Gibbons
African Elephants
Black Bears
Chimpanzees
Tigers

Amur Leopards
African Elephants
Venomous Snakes
African Elephants
Indo Chinese Tiger

Several local **Environmental Organizations** will also be on hand with fun and informative displays that will enlighten visitors about soil and water conservation, recycling, various dangers and other problems of having certain exotic animals as pets, energy reduction and more! Some of the organizations are:

Mississippi Soil & Water Conservation Commission
Mississippi Department of Environmental Quality
Mississippi Animal Rescue League
Mississippi Development Authority's Energy Department

Jackson Zoo Docents will also be setting up additional table displays and providing hands on Animal Ambassador programs during the course of the event, including:

Flamingo Table

Issues such as deforestation and the bush meat trade causing animals to be termed "endangered" and what you can do



Disney, in association with "Party for the Planet," and the AZA have also provided various fun conservation giveaways such as "Conservation Catchers", "Chip'N Dale" Masks and activity sheets, *Connect Magazine* and more for children to pick up that day (while supplies last). The Zoo's education department also has activities planned throughout the day.

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.

The Jackson Zoo was recently named **Travel Attraction of the Year** by the Mississippi Tourism Association and 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.

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