



PRESS RELEASE
07/07/10

For Immediate Release
Contact:
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The Jackson Zoo

Trustmark Presents: 16th Annual Ice Cream Safari *Saturday, July 17th 11am-2pm*

Jackson, MS - 7/7/10 -

The Trustmark 16th Annual Ice Cream Safari will be held on Saturday, July 17th on Zoo Grounds from 11 am to 2 pm.

A \$2 tasting ticket allows each visitor to taste as many of the uniquely named flavors as they like and cast a vote for their favorite flavor along with their favorite celebrity scooper. Scoopers are comprised of local television, radio and print personalities and will be battling it out for the title of favorite ice cream safari scooper. The winner will have this distinction for one full year until the next competition is held.

As the event is in its 16th year, there will be **16 flavors** and **16 scoopers** to choose from. Our thanks to Blue Bell Creameries and Busters' Real Ice Cream for supplying our fantastic flavors!

Come and sample such flavors as **Tiger Tiramisu, Gator Crunch, Chocolate Chip Mojo Dough** and more!!

One Day Only!
TRUSTMARK'S
Ice Cream
SAFARI

\$2
ICE CREAM TASTING
(With Zoo Admission)

EAT LIKE A TIGER
THE JACKSON ZOO

SAT 7/17/10 TIME 11AM-2PM

JACKSONZOO.ORG 2918 WEST CAPITOL ST., JACKSON 601.352.2580

A day of family fun that is the best deal in town!!

Special Summer Admission Rates \$7.50 for adults, \$4.50 for children ages 2-12. 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.

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