



For Immediate Release

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ZOO ATLANTA LIBRARY PROGRAM LAUNCHES STATEWIDE

Check out the Zoo Atlanta Family Pass at any participating public library in Georgia

ATLANTA – February 23, 2011 – Georgia families can now check out free excursions to Zoo Atlanta, just by owning a library card. Announced today from the steps of the state capitol, a new partnership between Zoo Atlanta and the Georgia Public Library Service allows adults with valid library cards access to the Zoo Atlanta Family Pass at any participating public library branch throughout the state of Georgia.

Launched in 2009, the program originally applied only to branches of the Atlanta-Fulton Public Library System. Today's announcement marks the first time the program has been available in all 159 Georgia counties.

"As one of the state's largest living science labs, Zoo Atlanta is a resource for all of Georgia, not just Atlanta," said Raymond B. King, President and CEO of Zoo Atlanta. "We're proud to partner with the Georgia Public Library Service on increased access for everyone in our state."

"This wonderful collaboration between Zoo Atlanta and Georgia's public libraries brings a new dimension to our services," said Dr. Lamar Veatch, Georgia's State Librarian. "We are very pleased to play a role in bringing this Georgia treasure to all corners of our state."

One Zoo Atlanta Family Pass is available for checkout in each participating public library. The pass may be checked out once per year, per card, per household, and is valid for two adults and up to two children. The pass is not valid for fee-based events or programs and may not be combined with other discounts or promotions. Standard general admission will apply to families with additional children; children must be accompanied by an adult.

"We are very excited about seeing this program expand not just throughout the Atlanta metro area, but throughout Georgia," said Marcus E. Margerum, Vice President of Marketing and Sales at Zoo Atlanta. "It's an important part of our mission to extend opportunities for all Georgians, not just those living within a particular mile radius of the Zoo."

Visit zooatlanta.org for full details on accessing and using the Zoo Atlanta Family Pass, or call your local public library for more information.

About Zoo Atlanta

An accredited member of the Association of Zoos and Aquariums (AZA), Zoo Atlanta inspires value and preservation of wildlife through a unique mix of education and outdoor family fun. From well-known native wildlife to critically endangered species on the brink of extinction, the Zoo offers memorable close encounters with more than 1,000 animals from around the world. Opening in March 2011 is Complex Carnivores, a new series of exhibits featuring bush dogs, fossa and binturong. Zoo Atlanta is also proud to be one of only four zoos in the U.S. that giant pandas call home: Lun Lun's newest cub, born November 3, 2010, makes his public debut in spring 2011. Other highlights include the nation's largest collection of western lowland gorillas, the nation's largest zoological collection of orangutans and a global center of excellence for the care and study of vanishing reptiles and amphibians. The Zoo is open daily with the exceptions of Thanksgiving and Christmas Day. Keeper talks, interactive wildlife shows, education programs and special events run year-round. For more information, call 404.624.WILD or visit zooatlanta.org.

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