



For Immediate Release

MEDIA CONTACTS:

Keisha N. Hines, Director of Public Relations and Communications

404.624.5980 –office

404.309.2238 –cell

khines@zooatlanta.org

Simone Griffin, Public Relations Coordinator

404.624.2809

sgriffin@zooatlanta.org

ZOO ATLANTA WINS TWO AMY AWARDS

Give So They Stay campaign awarded for excellence in marketing

ATLANTA – March 12, 2010 – Zoo Atlanta has been honored with two Atlanta Marketer of the Year (AMY) Awards for the Give So They Stay campaign. Presented by the Atlanta Chapter of the American Marketing Association, the AMY Awards recognize excellence and outstanding performance in results-driven marketing programs.

Zoo Atlanta was a finalist in two categories, General Advertising and Integrated PR Campaign, and won both honors during an awards gala hosted on Thursday, March 11, at the Fox Theatre. Entries were judged on program strategy; tactical execution; creative artwork and video; audience impact and achievement of quantifiable results.

"Zoo Atlanta is delighted to have been recognized by the AMY Awards," said Marcus E. Margerum, Vice President of Marketing and Sales. "Give So They Stay was a great example of a team effort between Zoo Atlanta's Marketing and Public Relations and Communications divisions, and these awards exemplify the hard work and commitment that made the campaign so successful."

Launched by Zoo Atlanta officials in June 2009, Give So They Stay ultimately raised over \$400,000 in support of keeping giant pandas in Atlanta. The campaign, managed in part through creative collaborations with TG Madison and media partner WXIA-11Alive, generated an overwhelming amount of local, national and international interest in the Zoo's giant panda program.

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. An all-new carnivore complex, featuring the exciting debut of two new sun bears, is scheduled to open in summer 2010. Zoo Atlanta is also the proud home of Xi Lan, the only giant panda cub born in the U.S. in 2008, and the popular Boundless Budgies: A Parakeet Adventure, the largest interactive experience of its kind in the Southeast. Other highlights include the nation's largest collection of great apes and a global center of excellence for the care and reproduction of vanishing amphibians and reptiles. Zoo Atlanta 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.

###