



For Immediate Release

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SPECIALTY GEORGIA LICENSE TAG WILL BENEFIT ZOO ATLANTA

New giant panda plate is available now

ATLANTA – April 16, 2010 – Georgia drivers can now choose to let their bumpers battle extinction. A new specialty license plate is now available in the Zoo Atlanta Trading Company Gift Shop. A portion of proceeds from tag sales will benefit the Zoo. The plates, which depict a giant panda mother and cub, are official car tags issued by the Department of Motor Vehicles and are not novelty items.

"We are extremely excited about the new specialty license plates and about spreading the word that they're accessible to Georgia drivers," said Marcus E. Margerum, Vice President of Marketing and Sales. "These tags will help our mission to conserve native wildlife here at home and species around the world, and we're thrilled about seeing that message out on the road."

The license plates are \$25 (not including tax), of which \$10 benefits Zoo Atlanta. The tags may be purchased as gifts, provided the intended recipient is a licensed Georgia driver, and may be purchased at any time, regardless of current tag expiration date. As stated above, the tags are currently available at the Zoo Atlanta Trading Company Gift Shop. Stay tuned for details on extended availability of the new tags, which are expected to be available for purchase online on zooatlanta.org in early May.

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.

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