



## MEDIA ALERT

FOR IMMEDIATE RELEASE

July 8, 2009

### ZOO ATLANTA'S GIVE SO THEY STAY CAMPAIGN UPDATE

**WHAT:** Does a global network of fans want to keep giant pandas in Atlanta? The answer is a resounding yes, according to an update from Zoo officials regarding the progress of the Give So They Stay campaign.

Since the campaign's launch on June 17, 2009, donations of \$43,000 have been collected in support of keeping giant pandas in Atlanta. Zoo officials report that the global grassroots initiative continues to generate an outpouring of popular support from individuals and businesses alike, with two exciting corporate partnerships now in place to provide friends of the beloved black-and-white bears with new and convenient ways to participate in the campaign.

HomeGrown Restaurant Concepts, the managing company of four popular intown dining spots, will donate 15 percent of sales to Zoo Atlanta on Tuesdays in July: July 7 at Stella Pasta Pizza and Spirits in Grant Park; July 14 at Doc Chey's Noodle House in Virginia-Highlands; July 21 at Osteria 832 Pasta & Pizza in Virginia-Highlands; and July 28 at Doc Chey's Noodle House in Emory Village.

Giant panda lovers can also show their support through magazine subscriptions, thanks to a new partnership with American Publishers Hearst Corporation. Now through December 31, 2009, Hearst will donate 40 percent of sales by shoppers who enter the code "ZOOATLANTA" while purchasing or renewing periodicals on [www.aphearst.com](http://www.aphearst.com).

The Give So They Stay campaign is geared toward ensuring that giant pandas continue to have a home in Atlanta, where they have become beloved by thousands around the world. Zoo Atlanta President & CEO Dennis Kelly announced this grassroots effort with news that Zoo Atlanta's giant panda family would return to China without significant worldwide support.

Friends are encouraged to visit [www.givesothestay.org](http://www.givesothestay.org) for ongoing announcements, program information, ways to give and answers to frequently asked questions. The campaign will continue through December 31, 2009.

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**ABOUT:**

**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. The Zoo's newest attraction, Boundless Budgies: A Parakeet Adventure, opened in April 2009. The interactive new experience is the largest of its kind in the Southeast. Zoo Atlanta is also the proud home of Xi Lan, the only giant panda cub born in the U.S. in 2008. Other highlights include one of the nation's most recognized collections 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 go to [zooatlanta.org](http://zooatlanta.org).

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