



MEDIA ALERT

FOR IMMEDIATE RELEASE
August 6, 2010

NAMING CONTEST BEGINS MONDAY FOR BABY GIRAFFE *See the calf this weekend for added inspiration!*

- WHO:** Now that lucky visitors are being treated to sightings of Atlanta's first giraffe calf, the next milestone in order for the city's tallest baby is a name. Zoo Atlanta officials announced today that a naming contest for the calf will launch online on zooatlanta.org on Monday, August 9.
- WHAT:** Beginning Monday, voters are encouraged to visit zooatlanta.org to view and select from a final list of names submitted by Zoo Atlanta staff and Volunteers; the Zoo Atlanta Board of Directors; and local media outlets. Voting will continue online through Wednesday, August 25. The winning name will be announced during a naming celebration on Saturday, August 28. As an added incentive for voting, each participant will also be entered for a chance to win a Zoo Atlanta Membership and an exclusive behind-the-scenes animal encounter.
- Stay tuned to zooatlanta.org for naming contest details, and visit the calf this weekend for inspiration!
- WHEN:** Monday, August 9 through Wednesday, August 25, 2010
- WHERE:** Zoo Atlanta
800 Cherokee Avenue, S.E.
Atlanta, GA 30315
- CONTACT:** 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
- 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, Trader's Alley: Wildlife's Fading Footprints, featuring the debut of two new sun bears, opened in June 1010. 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. Zoo Atlanta is also proud to be one of only four zoos in the U.S. that giant pandas call home. 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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