



MEDIA ALERT

FOR IMMEDIATE RELEASE
August 2, 2011

ZOO ATLANTA ELEPHANTS TEAM UP WITH NASCAR

Nationwide series drivers will join Kelly and Tara for painting opportunity

WHO: On Thursday, August 4, NASCAR nationwide series drivers Justin Allgaier, Jason Leffler and Reed Sorenson will join African elephants Tara and Kelly for a special painting activity at Zoo Atlanta. The event will provide a unique opportunity for guests to observe one of the enrichment activities most enjoyed by the popular pachyderms.

WHAT: In NASCAR, the spirit of competitiveness that exists between top series drivers and nationwide drivers is referred to as "the elephant in the room." In promotion of the upcoming Great Clips 300 NASCAR Nationwide Series, Allgaier, Leffler and Sorenson will paint alongside Tara and Kelly, who will also paint on canvas using their trunks. Guests will be invited to vote on the top paintings, which will be donated to Speedway Children's Charity for auction at an upcoming benefit. The drivers will later be available for meet-and-greets and autographs at the Zoo.

Painting is just one aspect of a comprehensive enrichment program provided for the elephants on a regular basis. In addition to toys, browse materials, novel foods and positive reinforcement training, Kelly and Tara enjoy painting as one of many different opportunities incorporated into their regular routines.

NASCAR fans are also invited to enjoy the Zoo at a discounted rate this fall. From August 4 through October 31, 2011, mention "NASCAR" at Zoo Atlanta admissions to enjoy \$3 off general admission for up to four guests. Offer not valid with any other discount or promotion.

WHEN: Thursday, August 4, 2011
10:30 a.m. – painting by drivers and elephants
12:30 p.m. to 1:30 p.m. – meet-and-greets/autographs with drivers

WHERE: Zoo Atlanta
Elephant training demonstration yard
800 Cherokee Avenue, S.E.
Atlanta, GA 30315

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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. Complex Carnivores, a new series of exhibits featuring bush dogs, fossa and binturong, opened on April 1. 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, Po, born November 3, 2010, made 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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