



## MEDIA ALERT

FOR IMMEDIATE RELEASE  
August 3, 2011

### ZOO ATLANTA Groupon DEAL OFFERS CHANCE TO NAME GIRAFFE CALF *Extraordinary offer is the first of its kind*

- WHO:** In the first-ever Groupon offer of its kind, shoppers have seven days to purchase an unprecedented opportunity offered by Zoo Atlanta. All who purchase an exclusive new deal launching August 3 will be entered to win the chance of a lifetime – the right to name Zoo Atlanta's new giraffe calf – and \$10 general admission to the Zoo.
- WHAT:** Available on Groupon from August 3 until August 10, 2011, the \$10 package includes one entry into the grand prize contest and one general admission ticket to Zoo Atlanta. The grand prize winner receives the right to name the giraffe calf born to Mona on July 22 and an exclusive behind-the-scenes VIP animal encounter at Zoo Atlanta. While only one winner will receive the naming opportunity, an additional four lucky winners will also receive the VIP animal encounter.

The winner will be drawn at random; entrants must submit name, email address and mailing address to be entered into the drawing. The giraffe calf's name is subject to final approval by Zoo Atlanta. The winner will receive details on scheduling the VIP encounter; a minimum of two weeks' notice will be required when scheduling. Maximum eight participants; guests must be at least 5 years old. Scheduling may be subject to change.

**WHEN:** Offer runs August 3 until August 10, 2011 on [www.groupon.com](http://www.groupon.com).

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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](http://zooatlanta.org).

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