



For Immediate Release

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ZOO ATLANTA TO HOST CITY OF ATLANTA AND FULTON COUNTY FAMILY DAYS
Proudly supported by Walmart and The National PTA Urban Family Engagement Initiative

ATLANTA – August 11, 2010 – Zoo Atlanta will host City of Atlanta and Fulton County Family Days on Saturday, August 14 and Sunday, August 15, 2010. Proudly supported by Walmart and The National PTA Urban Family Engagement Initiative, the weekend offers free admission to guests who can demonstrate residence in the City of Atlanta and Fulton County or employment in either the City of Atlanta or Fulton County Government.

“Our organization is committed to our community and to ensuring that everyone in the City of Atlanta and Fulton County has an opportunity to benefit from our animals, mission and programs,” said Raymond King, Zoo Atlanta President and CEO. “We are deeply grateful to our partners at Walmart and The National PTA Urban Family Engagement Initiative for demonstrating their shared support for our belief that every family should be able to enjoy the Zoo, particularly in these difficult economic times.”

Free admission will be valid for two adults and up to four children per family. As an additional benefit, The National PTA Urban Family Engagement Initiative will distribute 500 free backpacks stocked with school supplies on Saturday, August 14. Backpacks will be distributed while supplies last and will be available on Saturday only. “The families of Atlanta have always played an integral role in PTA’s growth and development,” said Charles J. “Chuck” Saylor, National PTA President. “It is the home of one of our great past leaders and founder, Selena Sloan Butler, who paved the way for equality in education and parent involvement. Giving back to the families of this city forwards the passion that Selena brought to PTA and promotes our efforts to be a voice for all children.”

“We’re excited to join forces with Zoo Atlanta to give back to the communities we serve by offering the City of Atlanta and Fulton County residents a chance to save money and make memories,” said Karen Brewer-Edwards, Wal-Mart’s regional general manager for North Georgia. “Our partnership with Zoo Atlanta is a testament of our ongoing commitment to provide families with opportunities to live better.”

Recognized forms of identification for free admission during City of Atlanta and Fulton County Family Days are as follows:

City of Atlanta or Fulton County residents: Georgia Driver's License; State of Georgia-issued voter identification; or water, gas or light utility bill demonstrating residence in the City of Atlanta or Fulton County.

City of Atlanta or Fulton County Government Employees: City of Atlanta employee identification card or Fulton County Government employee identification card.

City of Atlanta and Fulton County Family Days hosted by Zoo Atlanta in previous years were extremely well-attended; guests should expect unusually high volume on both of these days. Visitors are encouraged to arrive early and to consider MARTA travel, as parking will be limited. For more information, visit zooatlanta.org.

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 2010. 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.

About National PTA®

National PTA® comprises millions of families, students, teachers, administrators, and business and community leaders devoted to the educational success of children and the promotion of parent involvement in schools. PTA is a registered 501(c)(3) nonprofit association that prides itself on being a powerful voice for all children, a relevant resource for families and communities, and a strong advocate for public education. Membership in PTA is open to anyone who wants to be involved and make a difference for the education, health, and welfare of children and youth. Visit <http://www.pta.org/3545.htm> to learn more about on National PTA's Urban Family Engagement Initiative.

About Walmart

Wal-Mart Stores, Inc. (NYSE: WMT), or "Walmart," serves customers and members more than 200 million times per week at more than 8,400 retail units under 55 different banners in 15 countries. With fiscal year 2010 sales of \$405 billion, Walmart employs more than 2.0 million associates worldwide. A leader in sustainability, corporate philanthropy and employment opportunity, Walmart ranked first among retailers in Fortune Magazine's 2009 Most Admired Companies survey. Additional information about Walmart can be found by visiting www.walmartstores.com and on Twitter at <http://Twitter.com/Walmartnews>. Online merchandise sales are available at www.walmart.com and www.samsclub.com.

About Philanthropy at Walmart

Walmart and the Walmart Foundation are proud to support the charitable causes that are important to customers and associates in their own neighborhoods. The Walmart Foundation funds initiatives focused on education, workforce development, economic opportunity, environmental sustainability, and health and wellness. From Feb. 1, 2009 through Jan. 31, 2010, Walmart and the Walmart Foundation gave more than \$512 million in cash and in-kind gifts globally, \$467 million of which was donated in the U.S. To learn more, visit www.walmartfoundation.org.

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