



*For Immediate Release*

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**ZOO ATLANTA AND JAKE'S ICE CREAM ANNOUNCE "PANDAMONIUM"**  
*New flavor will support campaign to keep giant pandas in Atlanta*

**ATLANTA – August 13, 2009** – There's a scoop of sweet news for Atlanta's giant panda fans and ice cream lovers. Jake's Ice Cream introduces "Pandamonium," an all-new flavor created exclusively to support Zoo Atlanta's Give So They Stay campaign.

A delectable fusion of Sencha green tea, cinnamon, ginger and nutmeg with a sweet cream base, "Pandamonium" is the brainchild of Kyle Rosen, who designed the recipe, and John Gandy, who suggested that Zoo Atlanta earn a portion of proceeds generated by each scoop sold. Both Rosen and Gandy are participants in Jake's Ice Cream's SunTrust summer internship program.

"This is a dream come true for me. I'm a lifelong lover of the Zoo," said Jake Rothschild, founder of Jake's Ice Cream. "I'm overjoyed by the chance to partner with such an amazing organization."

Mixed for the first time on July 28, "Pandamonium" is available at 660 Irwin Street in Atlanta's Old Fourth Ward and at Jake's Just Desserts at 2144 North Decatur Road. The newest addition to Jake's award-winning lineup of homemade offerings has received a very enthusiastic response thus far, according to Rothschild.

"Like the Zoo, Jake's is a beloved local institution known for giving back to the community," said Marcus E. Margerum, Vice President of Marketing and Sales, Zoo Atlanta. "We are excited about this partnership and this is another way Atlantans can help keep giant pandas in our city."

To date, Zoo Atlanta has collected over \$66,000 in support of the Give So They Stay campaign, which continues through December 31, 2009. Giant panda friends are encouraged to stay tuned to [givesotheystay.org](http://givesotheystay.org) for ongoing updates and announcements on new ways to help.

### **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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