



MEDIA ALERT

FOR IMMEDIATE RELEASE
August 10, 2011

GROUPON UPDATE

Name the Giraffe Calf Sweepstakes opportunity ends at 11:59 p.m. on August 10

- WHO:** As of midday on August 10, more than 13,000 tickets had been purchased through the Zoo Atlanta Groupon for general admission and free entry into the Name the Giraffe Calf Sweepstakes, and interested parties have only until 11:59 p.m. tonight to participate!
- WHAT:** Participants must be at least 13 years old to enter the sweepstakes. Entrants agree to be bound by the Complete Rules for the sweepstakes. Sweepstakes entries must be made by 11:59 p.m. on August 10, 2011; general admission tickets purchased via this Groupon are valid through December 31, 2011, and may be used at any time prior to that date.
- WHEN:** Offer ends at 11:59 p.m. on August 10, 2011, on www.groupon.com.
- 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. 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.

##