



MEDIA ALERT

FOR IMMEDIATE RELEASE
September 12, 2011

WHAT'S "JUST 400?"

Show up at Philips Arena at 11 a.m. to find out!

WHO: Calling all tiger fans! Be one of the first Atlantans to take part in an exciting opportunity to kick off "Just 400," a photo/art contest to raise public awareness of the plight of some of the world's most endangered cats. Join staff from Zoo Atlanta at Philips Arena on Tuesday, September 13 promptly at 11 a.m.; the first 400 individuals to arrive will have a chance to participate in an amazing photo that will be used throughout the contest.

WHAT: "Just 400" will spread the word about the challenges facing Sumatran tigers, which are now believed to number only about 400 in the wild. Tuesday's opportunity will mark the first phase of a national photo contest; details will be announced in coming weeks. The critically endangered species' newest ambassadors, cubs Sohni and Sanjiv, made their debut at Zoo Atlanta during Labor Day weekend.

DETAILS: Participants should report to the Techwood entrance of Philips Arena, located on Centennial Park Drive at the right of the Philips Arena box office. Guests should park in either the Centennial Park or CNN Center decks.

WHEN: Tuesday, September 13, 2011
11 a.m.

WHERE: Philips Arena – Techwood Entry
One Philips Drive
Atlanta, GA 30303

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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 zoatlanta.org.

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