



For Immediate Release

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GIVE SO THEY STAY CAMPAIGN UPDATE
New T-shirts unveiled; online auction opened on October 5

ATLANTA – October 5, 2009 – The tagline “We’re all panda fans” is the understatement of the year, if the growing response to the Give So They Stay campaign is any indication. The grassroots effort launched by Zoo officials on June 17 continues to generate overwhelming interest on a national and international scale, with two exciting new opportunities for friends around the world to help keep their favorite black-and-white bears in Atlanta.

On September 23, partners from Esperanza unveiled seven new T-shirt designs created with the campaign in mind. Last week, hundreds of panda fans took to online polls to vote on their favorite designs. The top four winners are now available on www.esperanzadesignhouse.com for pre-sale orders (the top four winners – a giant panda stamp; a whimsical panda piggy bank; a giraffe and a prairie dog).

On Monday, October 5, Zoo Atlanta launched an exclusive Give So They Stay online auction on <http://givesothestay.cmarket.com>. Among the items available for bidding are a favorite toy that belonged to 3-year-old Mei Lan; plaster paw prints from 1-year-old Xi Lan; giant panda collectibles; valuable certificates and rarely-offered behind-the-scenes opportunities at Zoo Atlanta. The Zoo has also received an outpouring of support from numerous local and nationally-recognized artists donating original works in a variety of styles and mediums. Bidding began at 9 a.m. on October 5 on www.biddingforgood.com and will continue until just before midnight on Saturday, October 31, 2009.

As of October 6, 2009, Zoo Atlanta has collected over \$150,000 toward the campaign, which continues through December 31, 2009.

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 the nation's largest collection 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.

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