



## MEDIA ALERT

FOR IMMEDIATE RELEASE  
November 29, 2010

### JINGLE BELLS, JINGLING POCKETS! *Zoo Atlanta introduces December Holiday Half-Off*

- WHO:** Jingle bells translate to jingling pockets at Zoo Atlanta this December. Atlantans interested in treating visiting friends and family to a day at one of the city's most popular destinations can do so at a dramatically reduced rate with the Zoo's new monthlong Holiday Half-Off offer.
- WHAT:** Limited-time special pricing is as follows: adults 12 and up, \$10; children 3 to 11, \$7.50; seniors 55 and up, \$8; college students, \$8; and military, \$8. The offer is valid for the month of December only and is not valid with any other discount, offer or promotion. Georgia state sales tax is added to all prices. Zoo Atlanta is open year-round with the exceptions of Thanksgiving Day and Christmas. Parking is free.
- WHEN:** December 1, 2010 through December 31, 2010
- WHERE:** Zoo Atlanta  
800 Cherokee Avenue, S.E.  
Atlanta, GA 30315
- CONTACT:** Keisha N. Hines, Director of Public Relations and Communications  
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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. 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](http://zooatlanta.org).

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