



## Zoo Atlanta Press Kit

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## Zoo Atlanta Fact Sheet

- LOCATION:** 800 Cherokee Avenue, S.E., Atlanta, GA 30315  
Zoo Atlanta is located in historic Grant Park, just minutes from Turner Field and downtown Atlanta.
- BASIC FACTS:** Zoo Atlanta maintains a collection of more than 1,000 animals, representing more than 200 species from around the world. Spanning nearly 40 acres of lush landscapes and inviting botanicals, the Zoo is a leader in building naturalistic habitats for wildlife.
- MANAGEMENT:** Zoo Atlanta is a private, nonprofit corporation operated by Atlanta-Fulton County Zoo, Inc., and is managed by a board of directors and Zoo Atlanta's President and CEO, Raymond King.
- HOURS:** The Zoo is open year round except for Thanksgiving and Christmas Day.  
Daily: 9:30 a.m. to 4:30 p.m., with grounds open until 5:30 p.m.  
Daylight-savings time weekends only: 9:30 a.m. to 5:30 p.m., with grounds open until 6:30 p.m.
- ADMISSION:** \$19.99 for adults, \$15.99 for seniors 55 and older, \$14.99 for children 3 to 11. Free for Zoo Members and children younger than 3.  
(Admission prices do not include sales tax.)
- Groups of 15 or more may receive discounted group rates by making reservations in advance. Call 404.624.WILD to inquire about group rates.
- ACCREDITATION:** Zoo Atlanta is accredited by the Association of Zoos and Aquariums (AZA).

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## Zoo Atlanta Overview

Zoo Atlanta is Atlanta's oldest cultural institution and one of Georgia's most beloved family destinations. Founded in 1889, the Zoo is one of the 10 oldest zoos in continuous operation in the U.S. Average annual attendance typically exceeds 700,000, and Membership tops 27,000 households.



Known for its leadership in the movement to provide naturalistic habitats for animals, Zoo Atlanta began a multi-million dollar redevelopment campaign in 1985. The Zoo environment is designed to give guests a tour of exotic destinations around the globe without ever leaving Atlanta. A leader in formal and informal education, the Zoo is also a dynamic living laboratory for students of all ages.

### Exhibit Highlights

#### The Ford African Rain Forest

The Ford African Rain Forest houses the nation's largest collection of gorillas, with a total of 23 individuals. The gorillas live in distinct social groups over a 1.5-acre series of habitats, a lush natural environment that promotes behaviors similar to those observed in the wild.

Eighteen gorillas have been born at Zoo Atlanta since the opening of The Ford African Rain Forest in 1988. Among these are a rare set of twins, Kali and Kazi, born to Kuchi on October 31, 2005. Kuchi gave birth to her fifth infant, a male, on May 22, 2010. Two Ford African Rain Forest youngsters, Macy Baby (born to Kudzoo in 2005) and Gunther (born to Sukari in 2006) are the grandchildren of the legendary late Willie B. (ca. 1959-2000).

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Also located in The Ford African Rain Forest is The Living Treehouse, home to a colorful diversity of bird life in an open-air aviary, as well as guenons, lemurs and critically endangered drills. The drill colony at Zoo Atlanta is the only successful breeding group of drills in the nation. This dynamic treetop environment brings to life the importance of trees to wildlife survival through hands-on activities and interpretative signage.

### **Trader's Alley: Wildlife's Fading Footprints**

New in June 2010, this thought-provoking pathway introduces guests to the global problem of the wildlife trade against the backdrop of a recreated Asian market, with breathtaking new views of many of the species affected by the trade. Highlights include two new sun bears, as well as Sumatran tigers and a clouded leopard, newly returned to the Zoo in all-new habitats. Also on view in Trader's Alley are wreathed hornbills, now on exhibit at Zoo Atlanta for the first time in nearly a decade.

### **Boundless Budgies: A Parakeet Adventure**

Boundless Budgies: A Parakeet Adventure, opened in April 2009, invites guests to feed hundreds of birds in a dynamic world of wings. Native to Australia and often seen in flocks of thousands, parakeets are highly social, curious and colorful. The largest of its kind in the Southeast, this interactive experience is unlike any other ever offered at Zoo Atlanta.

### **Naked mole rats**

Guests get an intimate view of nature's weirdest underground family at work in a series of underground tunnels. Naked mole rats are one of only two known eusocial mammal species, living in large colonies devoted to the service of a queen.

### **African Plains and Mzima Springs**

Home to lions, giraffe, black rhinos, zebras, meerkats and warthogs, the five-acre African Plains landscape simulates the African savanna. Opened in 1989, this series of habitats also features African grassland birds, including ostrich, crowned cranes and kori bustards. African forest species include yellow-backed duikers and critically endangered eastern bongos.

Mzima Springs houses two African elephants, Tara and Kelly. Included is a large deep pond the elephants use for bathing and a separate yard for daily demonstrations highlighting their unique features and personalities and emphasizing conservation.

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### **The Asian Forest**

The Asian Forest houses the nation's largest zoological collection of orangutans, featuring both Bornean and Sumatran orangutans in three outdoor habitats. Although orangutans are solitary in the wild, the Zoo's collection lives in small social groups. One of the Zoo's male Sumatran orangutans, Alan, has been designated by the Orangutan Species Survival Plan as North America's most genetically valuable male. Six Sumatran orangutans and two Bornean orangutans have been born at Zoo Atlanta over the past 30 years.

Additional Asian Forest highlights include Asian small-clawed otters, red panda and Komodo dragon.

### **The Arthur M. Blank Family Foundation Giant Panda Conservation Center**

Zoo Atlanta is one of only four zoos in the U.S. housing giant pandas. With only an estimated 1,600 giant pandas believed to remain in the wild, the Zoo is committed to behavioral research contributing to a self-sustaining, genetically diverse captive population.

Lun Lun (female) and Yang Yang (male) arrived in November 1999 on loan from China. As part of the research agreement on Lun Lun's and Yang Yang's original 10-year loan, Zoo Atlanta committed to more than \$10 million toward funding giant panda conservation projects in China. Lun Lun and Yang Yang have been the subjects of important studies conducted by research partners from Zoo Atlanta, the Chengdu Research Base of Giant Panda Breeding and the Chengdu Zoo.

Lun Lun's and Yang Yang's first offspring, Mei Lan, was the only giant panda cub born in the U.S. in 2006. Her brother, Xi Lan, was the only giant panda born in the U.S. in 2008. In February 2010, Mei Lan departed Atlanta for China, where she will be a new and valuable contributor to the world's population of giant pandas.

### **World of Reptiles**

Zoo Atlanta houses one of the nation's most renowned collections of reptiles and amphibians, including more than 400 individuals representing more than 100 species, many of them endangered. The Zoo's herpetology staff is involved in a number of research and conservation projects. Research by Dr. Joe Mendelson, Curator of Herpetology, has led to the discovery, official description and naming of

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more than 40 species of reptiles and amphibians in Latin America. The World of Reptiles is also home to the world's rarest lizard species, the Guatemalan beaded lizard. Fewer than 100 of these animals are believed to remain in the wild.

### **Flamingo Plaza**

A thriving flock of Chilean flamingos greets guests as they enter Flamingo Plaza. The flamingos' pink color comes from carotene, the same substance that gives color to shrimp, marigolds and carrots. Flamingos are white when they hatch, grey as juveniles and pink as adults.

### **Orkin Children's Zoo and Outback Station**

The Orkin Children's Zoo was made possible by a \$1.3 million gift from The Gary W. & Ruth M. Rollins Foundation. Phase One, which opened in 2002, carries a South American theme and is home to golden lion tamarins. Other features include Base Camp Discovery, three climate-controlled cabins that allow guests to enjoy an educational overnight experience among animals from around the world.

The second phase, Outback Station, opened in 2004 and introduced red kangaroos. Other examples of Australian wildlife include Major Mitchell's cockatoos, kookaburra and cassowary. One of the world's largest bird species, the cassowary is roughly the size of an emu.

A spacious petting zoo enables close interactions with sheep, goats and Kunekune pigs in a fun, friendly environment themed to resemble an Australian sheep station. Designed with kids in mind, the petting zoo is an excellent introduction to wildlife for urban visitors.

### **Wild Like Me**

Sponsored by Turner Broadcasting System, Inc., and with the help of beloved animated stars from Cartoon Network's Boomerang, *Wild Like Me* is an interactive indoor play space that broadens children's concepts of their relationships to animals.

### **Conservation Action Resource Center (ARC)**

The Conservation Action Resource Center (ARC) is an extraordinary facility featuring a thriving living roof of native flora. State-of-the-art facilities, including the Coca-Cola World Studio, are available for rental.

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## Zoo Atlanta's President and CEO



Raymond King was named President and CEO of Zoo Atlanta, effective June 1, 2010. Prior to joining Zoo Atlanta, Raymond enjoyed a 22-year career with SunTrust Banks, Inc., most recently serving as Senior Vice President for Community Affairs in Atlanta. In that role, he oversaw various civic and philanthropic activities, including grant-making, public relations and employee volunteerism in metro Atlanta.

In addition to his business experience, Raymond also has significant nonprofit leadership experience, having chaired six nonprofit boards. His civic activities have included: Fernbank Museum of Natural History (Board Chair and Chair of \$8 million capital campaign); Regional Business

Coalition (Board Chair); Georgia Chamber of Commerce (Board); Georgia Corporation for Economic Development/Georgia Allies (Board); Committee for a Better Atlanta (Board Chair); Metro Atlanta Chamber of Commerce (Board); Metro Atlanta Arts & Culture Coalition (Board Chair); and Children's HealthCare of Atlanta (Capital Campaign).

In recognition of his community leadership, Raymond received the 2009 United Way Chairman's Award. Additional honors include the "Watch List" of "25 Atlantans Making a Difference" by Atlanta Business magazine (2007); a "Notable Georgian in *Georgia Trend's* listing of Most Influential Georgians (2006); "Lexus Leader of the Arts" (2005); *Georgia Trend's* "Top 40 Under 40" (2004); *Atlanta Business Chronicle's* "Top 50 Under 40" (2004); and a recipient of the Charles R. Yates Award for Outstanding Volunteer Service at the Woodruff Arts Center (2003).

Raymond is a 1987 graduate of the Georgia Institute of Technology, where he graduated with Honors with a Bachelor of Science degree in Management. An Atlanta native, he is married to Robin Lord King, and they have an 8-year-old daughter, Courtney.

**More detailed biographical information is available upon request.**

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## Species Survival Plan Participation

Zoo Atlanta is a participant in the AZA Species Survival Plan (SSP), comprising collective management programs for breeding captive populations of endangered animals. Each individual SSP program manages the breeding of a species in order to maintain a healthy and self-sustaining captive population that is both genetically diverse and demographically stable. SSPs also incorporate a variety of other cooperative conservation activities, such as research, public education, and reintroduction and field projects. More than 100 SSPs are currently administered by AZA, whose members include accredited zoos and aquariums throughout North America.

Zoo Atlanta currently participates in 23 SSP programs:

African lion	Golden lion tamarin
Aruba Island rattlesnake	Gorilla
Asian small-clawed otter	Guenon
Baboon	Komodo dragon
Bali mynah	Kori bustard
Black-and-white colobus	Orangutan
Black rhino	Radiated tortoise
Burmese star tortoise	Red panda
Clouded leopard	Ringtailed lemur
Eastern bongo	Ruffed lemur
Elephant	Tiger
Giant Panda	

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## Points of Pride

- Zoo Atlanta is one of only four zoos in the U.S. housing giant pandas. Mei Lan, born September 6, 2006, was the only giant panda born in the U.S. in 2006. Xi Lan, born August 30, 2008, was the only cub born in the U.S. in 2008.
- Zoo Atlanta is widely respected for the study and care of great apes. The Zoo is home to the nation's largest collection of gorillas, as well as North America's largest collection of orangutans.
- Zoo Atlanta is home to the nation's only successful captive breeding group of one of Africa's most endangered primates, the drill monkey, with nine mother-reared offspring.
- Zoo Atlanta's herpetology collection is one of the foremost in the U.S. The Zoo is the only zoological organization ever to breed the critically endangered Arakan forest turtle. Zoo Atlanta also houses the world's rarest lizard species, the Guatemalan beaded lizard. Fewer than 100 of these animals are believed to remain in the wild.
- Zoo Atlanta's conservation projects affect the preservation of endangered species all over the world, including giant pandas and turtles in Asia; gorillas in Africa; and frogs in Central America. Zoo staff continues to be instrumental in global efforts such as amphibian decline and the Asian Turtle Crisis.
- The Zoo Atlanta Give So They Stay campaign received two 2009 Atlanta Marketer of the Year (AMY) Awards from the Atlanta Chapter of the American Marketing Association.
- *Atlanta* Magazine named Zoo Atlanta one of the city's Top 30 Places to Work in 2008.
- Zoo Atlanta received a Keep Georgia Beautiful Award for waste reduction in 2008.
- Zoo Atlanta's Safari Day Camp received the 2008 Nickelodeon Parents' Picks Award for Best Atlanta Day Camp for Little Kids.
- Zoo Atlanta was one of only nine zoos in the world included in *Frommer's* "500 Places to Take Your Kids Before They Grow Up."
- The Association of Zoos and Aquariums (AZA) honored Zoo Atlanta with the International Conservation Award *and* the AZA Education Award in 2007.
- For the 12<sup>th</sup> consecutive year, Zoo Atlanta met its goal of raising \$1 million in a single evening during the 2009 Beastly Feast. The Beastly Feast is Zoo Atlanta's annual fundraising gala and has been sponsored by Ford Motor Company since 1985.

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