



MEDIA ALERT

FOR IMMEDIATE RELEASE

August 31, 2010

PUBLIC APOLOGY

I would like to issue a public apology to the Mower family, as well as our Zoo Atlanta Members, our Zoo guests and our neighbors in the Grant Park community with regards to the recent incident of a tiger rattlesnake's escape from quarantine on August 27, 2010.

While I am disappointed and embarrassed by the incident, this event was highly uncharacteristic of Zoo Atlanta and its operations, animal care, communications and personnel. Zoo Atlanta's employees are a dedicated and talented group of professionals who daily exhibit superior levels of commitment to animal care and our mission of conservation, education, research and a great family experience.

As a result of this unfortunate event, we are re-evaluating our procedures and protocols regarding animal management and how we communicate to the public, our Members, our guests and our neighbors. We apologize to anyone who was unaware of the incident, and we regret any worry felt by our community.

Sincerely,

Raymond B. King
President and CEO

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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. 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.

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