



For Immediate Release

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CELEBRATION WILL HONOR THE CITY'S FIRST GIRAFFE CALF ON A GRAND SCALE

Giraffe calf prepares to get her name

ATLANTA – August 25, 2010 – Atlanta's tallest baby gets her name in just three days, and only a celebration of the grandest scale will do – including one of the largest cakes ever seen in the city. The calf's name will be announced during a special naming celebration at Zoo Atlanta this Saturday, August 28, 2010, at 10 a.m. in the African Plains.

Event highlights will include an authentic African performance by Ballethnic Dance Company; giraffe-themed special activities; and the announcement of the calf's name, which will be revealed for the first time on one of the largest Great American Cookies® Super Cookie Cakes ever produced, created by Atlanta-based franchising company Global Franchise Group, LLC. Measuring 16 feet by 10 feet, the colossal confection will serve up to 2,000 guests at the event. Employees from Global Franchise Group and Great American Cookies will be on hand to assist in the unveiling of the cake and the winning name.

While she won't be eating cake, the guest of honor will observe the celebration from her African Plains habitat, where she and her family are now on exhibit together for the first time as a herd. The calf met her father, 4-year-old Abu, last week, and was introduced to her aunt, 4-year-old Mona, late last month.

Online voters have just hours left to select their favorite names on zooatlanta.org. Voting closes on Wednesday, August 25 at 5 p.m. The final list of names was submitted by Zoo Atlanta staff and volunteers; the Zoo Atlanta Board of Directors; Atlanta Mayor Kasim Reed; and local media outlets. Voters will be automatically entered into a drawing to win a Zoo Atlanta Membership and an exclusive behind-the-scenes animal encounter – the same prize that will be awarded to the naming contest winner on Saturday.

Guests should plan for a busy day in Grant Park. A morning spent enjoying the naming celebration at Zoo Atlanta and an afternoon exploring the Grant Park Summer Shade Festival (Saturday and Sunday, August 28 and 29) will make for a fun and festive Saturday.

The naming celebration is free for Zoo Atlanta Members and children under 3; free with general admission. Visit zooatlanta.org for tickets and information.

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.

About Global Franchise Group, LLC (www.gfgmgt.com)

Global Franchise Group, LLC is a strategic brand management company with a focus on franchising. The company owns a portfolio of franchise brands that includes two retail franchise concepts: TAF® and Shoebox New York®, as well as five quick service restaurant (QSR) franchise concepts: Great American Cookies®, MaggieMoo's®, Marble Slab Creamery®, Pretzelmaker® and Pretzel Time®. The brands are managed by GFG Management, LLC, a subsidiary of Global Franchise Group, LLC. Global Franchise Group, LLC is an affiliate of Levine Leichtman Capital Partners, an independent investment firm, with \$5 billion of capital under management and substantial franchise management experience.

About Great American Cookies® (www.greatamericancookies.com)

Founded in 1977 on the strength of an old family chocolate chip cookie recipe, Great American Cookies has set the standard for gourmet cookie sales in a fun, celebratory environment. For over 30 years, Great American Cookies has maintained the heritage and integrity of its products by producing proprietary cookie dough exclusively from its plant in Atlanta. Great American Cookies is known for its signature Cookie Cakes, trademark flavors and menu of delectable products baked fresh in store. Great American Cookies currently operates in mall-based locations across the United States, as well as internationally in Bahrain, Canada, Guam, Mexico and the United Arab Emirates.

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