



MEDIA ALERT

FOR IMMEDIATE RELEASE
August 22, 2011

"BEAT THE HEAT" DISCOUNT AT ZOO ATLANTA

WHAT: Visit Zoo Atlanta now and "Beat the Heat." This discount promotion can save a family of four as much as \$20 off the price of a regular Zoo visit. Now through Sunday, August 28, visitors who arrive at Zoo Atlanta before 10:30 a.m. and mention "Beat the Heat" will enjoy \$5 off general admission per guest.

Arrive early, and save at the gate! The offer is not valid with any other offer, discount or promotion and may not be applied to online ticket purchases.

WHEN: Now through Sunday, August 28, 2011

WHERE: Zoo Atlanta
800 Cherokee Avenue, S.E.
Atlanta, GA 30315

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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. Complex Carnivores, a new series of exhibits featuring bush dogs, fossa and binturong, opened on April 1. Zoo Atlanta is also proud to be one of only four zoos in the U.S. that giant pandas call home: Lun Lun's newest cub, Po, born November 3, 2010, made his public debut in spring 2011. 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. 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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