



## MEDIA ALERT

FOR IMMEDIATE RELEASE  
August 26, 2011

### COLLEGE COLORS DAY AT ZOO ATLANTA

*Students, alumni and fans enjoy discounts this Labor Day Weekend*

- WHO:** The wait is over! The Sumatran tiger cubs will be on the prowl and on exhibit for the first time this Labor Day Weekend. And at Zoo Atlanta, that is a big deal just like the kickoff to the college football season is a big deal to sports fans.
- WHAT:** In celebration of College Colors Day on September 2, students, alumni and fans are invited to enjoy the Zoo at a special discount from Friday, September 2 through Monday, September 5. Any guest wearing apparel bearing a college logo, who also mentions College Colors Day, will receive \$4 off regular-priced general admission for up to four people in their party. Discount is not valid with other offers; not valid online. Guests must wear apparel with a logo (hat, shirt, pants, shorts, etc.) and must mention the promotion to receive the discount.
- College Colors Day is a national holiday celebration organized by The Collegiate Licensing Company in partnership with NCAA football. The day is dedicated to promoting the traditions and spirit of the college experience. Fans, alumni and students are encouraged to wear their favorite college apparel on September 2.
- WHEN:** Discount valid from Friday, September 2 through Monday, September 5, 2011
- CONTACTS:** Keisha N. Hines, Director of Public Relations and Communications, Zoo Atlanta  
404.624.5980 – office  
404.309.2238 – cell  
[khines@zooatlanta.org](mailto:khines@zooatlanta.org)
- Allison Ritter, Senior Account Manager, Hope-Beckham Inc.  
404.604.2603 – office  
[aritter@hopebeckham.com](mailto:aritter@hopebeckham.com)
- 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](http://zooatlanta.org).

#### **About The Collegiate Licensing Company**

CLC is a division of global sports and entertainment company IMG. Founded in 1981, CLC is the oldest and largest collegiate trademark licensing agency in the U.S. and represents nearly 200 colleges, universities, bowl games, athletic conferences, the Heisman Trophy and the NCAA. Its mission is to be the guiding force in collegiate trademark licensing and one of the top sports licensing firms in the country. Headquartered in Atlanta, CLC provides full-service capabilities in brand protection, brand management and brand development. For more information, visit [www.clc.com](http://www.clc.com) or [www.imgworld.com](http://www.imgworld.com). CLC is a division of global sports and entertainment company IMG. Founded in 1981, CLC is the oldest and largest collegiate trademark licensing agency in the U.S. and represents nearly 200 colleges, universities, bowl games, athletic conferences, the Heisman Trophy and the NCAA. Its mission is to be the guiding force in collegiate trademark licensing and one of the top sports licensing firms in the country. Headquartered in Atlanta, CLC provides full-service capabilities in brand protection, brand management and brand development. For more information, visit [www.clc.com](http://www.clc.com) or [www.imgworld.com](http://www.imgworld.com).

##