



Alabama's Must See Attraction

FOR IMMEDIATE RELEASE

January 13, 2014

MEDIA CONTACTS:

Candace Broeker, Marketing and PR Manager
256.599.4039 cell
205.397.3858 office
cbroeker@birminghamzoo.com

Katrina Cade, VP of Marketing and Media
205.533.0254 cell
205.397.3855 office
kcade@birminghamzoo.com

The Birmingham Zoo Announces Winning Name for Baby Giraffe

BIRMINGHAM, AL – On Monday, January 13th, the Birmingham Zoo concluded its Facebook naming contest for its newest addition; a baby, male, reticulated giraffe. The Zoo is pleased to announce the twelve-day-old baby giraffe will be named “Griffin.” The giraffe naming contest began on January 6th and lasted until January 13th at noon. Those “following” the Birmingham Zoo on social media were asked to vote on the Zoo’s Facebook page, and voters were able to choose their favorite name out of three names pre-selected by ZooKeepers: Griffin, Kwame or Patton. Over 2,800 votes were submitted. As a way of thanking the community for participating, the Birmingham Zoo awarded one voter to receive a one-year Family Membership package to the Birmingham Zoo and a behind-the-scenes tour of the giraffe exhibit.

At 12:12 AM (CST) on January 1st, 2014, the Birmingham Zoo welcomed the birth of Griffin, making this the first giraffe birth of any North American accredited zoo. With Griffin’s birth, the Birmingham Zoo now has five giraffes in its collection.

Since his arrival, ZooKeeper Amanda Hawkins stated, “Griffin has been doing great. He has been outside during the warmer days of this month, is continuing to nurse and is thriving in his environment. His energy level remains high, and he is constantly on the go, running and

Zoo Mission: Inspiring Passion for the Natural World

2630 Cahaba Road • Birmingham, AL 35223 • 205.879.0409 • www.birminghamzoo.com



Alabama's Must See Attraction

playing. Birmingham Zoo staff continues to monitor his progress.” Since his birth, the baby giraffe has grown three inches and now stands at a healthy six-feet and five inches tall. In the coming weeks, guests are welcome to see Griffin on the Savannah Yard.

For more information about Griffin and the Birmingham Zoo, please visit the Zoo on Facebook and Twitter or at birminghamzoo.com.

###