



**Alabama's Must See Attraction!**

**FOR IMMEDIATE RELEASE**

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## **The Birmingham Zoo Draws Record-Breaking Crowd for the Year 2013**

**BIRMINGHAM, AL** – In year 2013, 574,176 visitors made their way to the Birmingham Zoo, setting the Zoo's all-time attendance record. This is a six percent increase compared to the year 2012 when the Zoo saw 540,816 visitors. A big draw for the year 2013 was the Zoo's Dino Discovery exhibit, where guests had the opportunity to hear dinosaurs roar, see them move and explore a trail filled with creatures that roamed the earth over 160 million years ago. Throughout the year 2013, Birmingham Zoo guests enjoyed feeding the giraffes at the Kiwanis Giraffe Encounter, observing the Zoo's four African bull elephants in Trails of Africa, watching the Red Diamond Sea Lion Splash Show and riding the train and carousel.

Visitors also enjoyed behind-the-scenes tours, summer camps, ZooSnoozes, birthday parties, educational classes and animal walkabouts during special events like Wells Fargo Boo at the Zoo and Wells Fargo ZooLight Safari. Birmingham Zoo President and CEO, Dr. William R. Foster, says, "The year came to a memorable close with Wells Fargo ZooLight Safari being featured on the Today Show as a "national top spot," deeming the event a must-see attraction for 2013. This success would not have been made possible without the continuous support of the Board, donors, members, volunteers and staff in the entire Birmingham community."

**Zoo Mission: Inspiring Passion for the Natural World**

2630 Cahaba Road • Birmingham, AL 35223 • 205.879.0409 • [www.birminghamzoo.com](http://www.birminghamzoo.com)



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Approximately 800 animals of 200 species call the Birmingham Zoo home, including sea lions, zebras, rhinos and endangered species from six continents. The Birmingham Zoo is open daily from 9am to 5pm. Admission is \$14 for adults and \$9 for senior citizens and children ages 2-12. All Birmingham Zoo Members and children under two-years-old receive free admission.

For more information about the Birmingham Zoo, please visit the Zoo on Facebook and Twitter or at [birminghamzoo.com](http://birminghamzoo.com).

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