

Alabama's Must See Attraction!

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

MEDIA ADVISORY

The Birmingham Zoo and Multiple Partners to Cut Ribbon on New Solar Energy Demonstration Project

Media Photo Opportunity: Wednesday, May 28 at 2 pm.

Who: Birmingham Zoo, TradeWind Energy, Enel Green Power North America, Alabama Power

When: Wednesday, May 28 at 2pm

Where: The Birmingham Zoo, in the Hugh Kaul Junior League of Birmingham Children's Zoo

What: The official ribbon-cutting ceremony celebrates the installation of a solar energy demonstration and education project involving multiple partners. The array of solar panels has been installed atop the pergola in the Junior League of Birmingham-Hugh Kaul Children's Zoo, creating a roof over the pavilion. The demonstration project supports the Zoo's conservation mission by exploring the potential of solar generation as a future, economic, energy option. As part of the project, Alabama Power has installed an interactive kiosk where Zoo visitors can monitor the energy generated by the system. Representative from all four partners will be on hand and available for interviews.