



Alabama's Must See Attraction!

FOR IMMEDIATE RELEASE

March 28, 2013

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Birmingham Zoo's Traveling Exhibit Teams Up with Local Libraries and YMCAs for Dino Discovery Social Media and Photo Contest

BIRMINGHAM, AL – The Birmingham Zoo has joined forces with local libraries and YMCAs for a social media and photo contest centered around the new Dino Discovery exhibit. A traveling replica of a dinosaur egg is making stops at local libraries and YMCAs until July 15th.

Members of the community are encouraged to find the egg, take a picture with it and submit the photo to enter a random drawing to win special Dino Discovery prizes like a Zoo Behind-the-Scenes Tour, a Family Four Pack of Dino Discovery tickets or a Dino Discovery Fun Pack. To register for the contest, the image needs to be tweeted to Twitter with the hashtag #TheDinoEgg, or the image can be emailed to marketing@birminghamzoo.com. The egg's progress can be tracked by following the Zoo on Facebook and Twitter.

The entire community is invited to the Zoo to enjoy Dino Discovery presented by Wells Fargo over the holiday weekend. This limited-time exhibit gives guests the opportunity to hear dinosaurs roar, see them move and take in a pre-historic experience. Dino Discovery takes guests on an expedition down a trail filled with magnificent creatures that once roamed the earth over 160 million years ago. Guests can search for fossils in the Dino Dig, explore the exhibit with a dino expert and even get their picture taken with a T-Rex. Once guests are in the Zoo, they can explore Dino Discovery for

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only \$3 (plus tax) for members, \$5 (plus tax) for non-members or guests can purchase an unlimited attraction wristband for only \$8 (best value).

The Birmingham Zoo is the only institution accredited by the Association of Zoos and Aquariums (AZA) in the state of Alabama. The Zoo is home to approximately 800 animals of 200 species, including African elephants, giraffes, orangutans and endangered species from six continents. The Zoo is open daily from 9am to 5pm. Admission is \$14 for adults and \$9 for children ages two to twelve and senior citizens. Children under two and Birmingham Zoo members get in free. Memberships start at \$40 with unlimited visits to the Zoo for one year.

For more information about the Birmingham Zoo, please visit www.birminghamzoo.com.

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