



Alabama's Must See Attraction!



FOR IMMEDIATE RELEASE

January 23, 2015

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The Birmingham Zoo Draws Record-Breaking Crowd for the Year 2014

BIRMINGHAM, AL – In year 2014, 574,581 visitors made their way to the Birmingham Zoo, setting the Zoo's all-time attendance record, passing the record for year 2013 when the Zoo saw 574,176 visitors. The Zoo also set an all-time attendance record for one of its biggest events, Wells Fargo Boo at the Zoo. A big draw for visitors was the Zoo's introduction of "The Baby Bunch" in the spring which featured some of the Zoo's youngest animals. In a related event, "Baby Bunch Weekend," invited guests to visit the young animals and enjoy family-friendly activities such as face painting, an interactive drum circle, educational activities and much more throughout the Zoo. The Zoo welcomed two newly rescued American black bears, Bety and Sassy, which were also introduced during The Baby Bunch campaign. In addition, the Zoo introduced a new attraction, the Jane H. Brock Soaring Safari Zipline Adventure. Guests were invited to soar through the tree tops of the Alabama Wilds on this new zipline ride.

Throughout the year 2014, 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, riding the train and carousel and much more. In

Zoo Mission: Inspiring Passion for the Natural World

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In addition, the Zoo's all-new, 100-foot long slide attraction invited guests to take an exhilarating inner tube ride.

Visitors also enjoyed behind-the-scenes tours, summer camps, ZooSnoozes, birthday parties, educational classes and special events like Wells Fargo Boo at the Zoo and Wells Fargo ZooLight Safari. Birmingham Zoo President and CEO, Dr. William R. Foster, says, "This success would not have been made possible without the continuous support of the Board, donors, members, volunteers, staff and the entire Birmingham community."

Approximately 950 animals of 230 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. Regular admission is \$15 for adults and \$10* for senior citizens and children ages 2-12 (*Price not including tax). 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, Instagram, Pinterest and Twitter, or at birminghamzoo.com.

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