



Alabama's Must See Attraction!

MEDIA PHOTO OPPORTUNITY

FOR IMMEDIATE RELEASE

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The Birmingham Zoo Launches New Zipline and Presents Its New Baby Bunch

Media Photo Opportunity: This Thursday, April 17 at 10am. Photo opportunity with kids and adults riding the Zoo's new Soaring Safari zipline.

BIRMINGHAM, AL – The Birmingham Zoo is launching its spring campaign, “Born to be Wild,” featuring a new zipline and the adorable “Baby Bunch.” Named the “Jane H. Brock Soaring Safari Zipline Adventure,” this new attraction was made possible through a generous donation from the Brock Family and will officially open to the public on Friday, April 18. Guests of all ages can soar 20 feet above ground level as they glide through the treetops of the Alabama Wilds. Soaring Safari offers four ziplines of varying length, one Transition Bridge and a spectacular tree house. The zipline is powered through a partnership with Red Mountain Park and operated by their experienced staff. “The Birmingham Zoo and Red Mountain Park are nonprofits that rely on community support and on-site revenue. This new partnership will create even more value to the community at large by showcasing all that both organizations have to offer,” says Dr. William R. Foster, President and CEO of the Birmingham Zoo. Guests can book their zipline ride in advance online or via phone. The cost to zip is \$20 (plus tax) for members or \$25 (plus tax) for non-members, not including the purchase of a regular priced admission ticket.

The Born to be Wild fun continues as the Zoo presents “The Baby Bunch,” featuring some of the Zoo’s youngest animals. The Baby Bunch includes an ostrich, reticulated giraffe, Sumatran orangutan, two North American black bears, two giant river otters, two red pandas and nine Dwarf Nigerian goats. Families and guests can enjoy the fun of spotting the various members of

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The Baby Bunch throughout the Zoo. As a member of the Association of Zoos and Aquariums (AZA), the Birmingham Zoo has joined other AZA accredited zoos around the world in participating in Species Survival Plans (SSP), a cooperative breeding and conservation program aimed at maintaining genetic diversity. Currently, the Birmingham Zoo participates in 95 Species Survival Plans and many of these SSPs are evident in The Baby Bunch. To learn more about the members of The Baby Bunch and how to book an adventure on the new zipline, please visit birminghamzoo.com.

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 and Twitter or at birminghamzoo.com.

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