



Alabama's Must See Attraction!

FOR IMMEDIATE RELEASE

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The Birmingham Zoo Projected for Record-Breaking Attendance in 2014

BIRMINGHAM, AL – The Birmingham Zoo set a new, all-time attendance record for the months of October and November and is on pace to set an overall attendance record for the third year in a row. In October 2014, 66,449 visitors made their way to the Zoo, a 2.6% increase compared to the previous record in October 2010 when the Zoo saw 64,753 visitors. A big draw for guests in October 2014 was the annual Wells Fargo Boo at the Zoo event and the Zoo's all-new Monster Slide. This event welcomed 29,500 visitors, an 8.45% increase compared to the previous attendance record in 2010. Birmingham Zoo President and CEO, Dr. William R. Foster, says, "The annual Wells Fargo Boo at the Zoo exceeded our expectations. We would not be able to have such successful events without the support of the community."

In November, the Zoo set a new attendance record of 26,739 visitors. This is a 19.4% increase compared to the previous year when 22,393 visitors made their way to the Zoo. The new Yuletide Slide attraction and several special Zoo events helped attribute to this all-time attendance record for November.

Zoo Mission: Inspiring Passion for the Natural World

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The Zoo hopes to reach 600,000 attendees in 2014, which would set another record over the previous record-breaking years in both 2012 and 2013. Visitors of all ages are invited to enjoy Wells Fargo ZooLight Safari in December and celebrate another successful year with the Birmingham Zoo.

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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