

Alabama's Must See Attraction!

FOR IMMEDIATE RELEASE

March 18, 2014

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

The Birmingham Zoo Supports Dian Fossey Gorilla Fund International

BIRMINGHAM, AL – The Birmingham Zoo is proud to announce its support of Dian Fossey Gorilla Fund International, an organization dedicated to conservation education. Celebrity actress, Sigourney Weaver, is the Honorary Chair of Dian Fossey Gorilla Fund International and portrayed Dian Fossey in the 1988 film "Gorillas in the Mist." Recently, Weaver was featured in a Public Service Announcement that recognizes Birmingham Zoo's support. She states, "We continue to work towards a future where gorillas can survive and flourish in a safe and peaceful environment." Dian Fossey Gorilla Fund International is committed to promoting continued research on gorillas and their threatened ecosystems, while providing knowledge about their relevance to the world. As a proud member of the Fund's International Gorilla Council, the Birmingham Zoo is dedicated to advancing Fossey's work.

Currently, gorillas are listed as endangered by the International Union for Conservation of Nature. Without the implementation of significant steps from organizations such as Dian Fossey Gorilla Fund International, this species could disappear in approaching years. Poaching, habitat loss, disease and other dangers threaten gorillas with extinction. Fossey's organization provides effective monitoring and protection of gorillas through anti-poaching patrols, daily tracking of gorilla groups and education programs for impoverished communities, among other focused conservation methods. To learn more about the Birmingham Zoo's conservation efforts, and its support of Dian Fossey Gorilla Fund International, visit birminghamzoo.com.



Alabama's Must See Attraction!

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 twoyears-old receive free admission.

For more information about the Birmingham Zoo, please visit the Zoo on Facebook and Twitter or at birminghamzoo.com.

###