



Alabama's Must See Attraction!



FOR IMMEDIATE RELEASE

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The Birmingham Zoo Receives Coveted 4-Star Rating from Charity Navigator

BIRMINGHAM, AL – The Birmingham Zoo recently received a coveted 4-star rating for the third year in a row by America's largest independent charity evaluator, Charity Navigator, for sound fiscal management and commitment to accountability and transparency. According to Charity Navigator, receiving this 4-star rating indicates that an organization adheres to best practices that minimize the chance of unethical activities, while consistently executing its mission in a fiscally responsible way. "The Birmingham Zoo's coveted 4-star rating puts it in a very select group of high-performing charities," according to Tim Gamory, COO of Charity Navigator. "Out of the thousands of nonprofits Charity Navigator evaluates, only one out of four earns 4 stars -- a rating that demands rigor, responsibility and commitment to openness. The Birmingham Zoo's supporters should feel much more confident that their hard-earned dollars are being used efficiently and responsibly when it acquires such a high rating."

"Receiving this recognition as the Zoo enters the public phase of the \$18 million Capital Campaign is a tremendous success for the Birmingham Zoo. It is important that donors trust that the Zoo is using the funding wisely to Inspire Passion for the Natural World," says VP of Development, Karen Carroll. "Our 4-star Charity Navigator rating demonstrates to our supporters that we take our fiduciary and governance responsibilities very seriously."

The Birmingham Zoo's rating and other information about charitable giving are available free of charge on www.charitynavigator.org. More-detailed information about the Birmingham Zoo's rating is available to Charity Navigator site visitors who become registered users, another free service.

Zoo Mission: Inspiring Passion for the Natural World

2630 Cahaba Road • Birmingham, AL 35223 • 205.879.0409 • www.birminghamzoo.com



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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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