



Alabama's Must See Attraction!

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Birmingham Zoo Breaks Attendance Record Fourth-Year in a Row

BIRMINGHAM, AL – In year 2015, 576,974 visitors made their way to the Birmingham Zoo, setting the Zoo's all-time attendance record, passing the record for year 2014 when the Zoo saw 574,581 visitors. The Zoo also set all-time attendance records for its biggest events, Boo at the Zoo and ZooLight Safari, both presented by Wells Fargo. A big draw for visitors was the opening of the Zoo's all-new Barbara Ingalls Shook Black Bear Trail in the summer which features the Zoo's rescued American black bears, Bety and Sassy. Throughout the year, the Zoo celebrated its 60th Anniversary with special events and activities. In addition, the Zoo introduced a new limited-time attraction, the Safari Peak Ice Rink located in the Trails of Africa.

During 2015, Birmingham Zoo guests enjoyed feeding the giraffes at the Kiwanis Giraffe Encounter, observing the Zoo's three African bull elephants in Trails of Africa, watching the Red Diamond Sea Lion Splash Show, riding the train and carousel and much more. A popular attraction, the Zoo's 100-foot long Wild Slide, 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 Zoo, Brews and Full Moon Bar-B-Que. Birmingham Zoo President and CEO, Dr. William R. Foster, says, "For the fourth consecutive year I have the pleasure of being able to thank the community for helping the Zoo achieve this goal. It would not have been possible without the continuous support of the Board, donors, members, volunteers,

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staff and the entire Birmingham community. I would like to invite the community to participate in helping to Renew the Zoo as we work to make this educational attraction an even greater asset for the 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 \$16 for adults and \$14* for senior citizens and military and \$11* for 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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