



**Alabama's Must See Attraction!**



**FOR IMMEDIATE RELEASE**

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## **The Birmingham Zoo Receives Coveted 4-Star Rating from Charity Navigator for Fourth Consecutive Year**

**BIRMINGHAM, AL** – The Birmingham Zoo recently received a 4-star rating for the fourth year in a row by America's largest independent charity evaluator, Charity Navigator, for sound fiscal management and commitment to accountability and transparency. With an overall score of 95.76 out of 100, it is one of only five nonprofits, 501(c)(3) organizations, in the Birmingham area to receive this highly-coveted distinction and one of only ten in Alabama to receive this honor. 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. According to Charity Navigator President and CEO, Michael Thatcher, "Only 9% of the charities we rate have received at least four consecutive 4-star evaluations, indicating that Birmingham Zoo outperforms most other charities in America. This 'exceptional' designation from Charity Navigator differentiates Birmingham Zoo from its peers and demonstrates to the public it is worthy of their trust."

"We are honored that Charity Navigator has chosen to recognize the Zoo as a 4-star charity for the fourth year in a row. This speaks so highly of the Zoo and the efforts being made in the Renew the Zoo Campaign. With 86% of the \$18 million Capital Campaign goal reached, this is a tremendous success," says Vice President 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](http://www.charitynavigator.org). More-detailed information about the Birmingham Zoo's

**Zoo Mission: Inspiring Passion for the Natural World**

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rating is available to Charity Navigator site visitors who become registered users, another free service.

*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](http://birminghamzoo.com).*

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