



Alabama's Must See Attraction!

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Birmingham Zoo Breaks All-Time Monthly Attendance Record

BIRMINGHAM, AL – The Birmingham Zoo is excited to report an all-time monthly attendance record for the month of April 2016, topping all previous records in the Zoo's 61 year history. The front gate and admissions report that over 103,000 members and guests visited the Birmingham Zoo in April. This is an 18% increase in attendance over the previous record holding month set in 2008. The Zoo attributes this record breaking month to the new Dino Discovery exhibit, Educational Programs including field trips, new marketing strategies, special events and good weather.

"Bringing in over 103,000 visitors to the Zoo in the month of April shows that the community values the Birmingham Zoo and the activities it offers. Through the day to day operations, and everything behind-the-scenes, we strive to provide the best experience to Zoo visitors while always working toward our mission to Inspire Passion for the Natural World," says Dan Trausch, Vice President of Operations.

The Zoo would like to invite guests to come see the ongoing improvements as we continue construction on the new front entrance and arrival experience, the limited-time Dino Discovery exhibit, and to see why the Birmingham Zoo is Alabama's Must See Attraction.

Zoo Mission: Inspiring Passion for the Natural World

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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 \$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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