



Alabama's Must See Attraction!

FOR IMMEDIATE RELEASE

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**Royally Good Time Had at Fairytales & Frog Day at
the Birmingham Zoo**

BIRMINGHAM, AL – Hundreds of princesses, princes and other fairytale characters made their way out to the Birmingham Zoo on Saturday, August 27 from 10am-1pm for the first annual Fairytales & Frog Day. The Zoo hosted almost 4,000 visitors on Saturday, which represents an increase of over 70% compared to last year.

Children were encouraged to dress up in their favorite costume for the magical day at the Zoo. All royal subjects who attended received a crown and had a chance to get their face painted to complete their regal look. Fairytales & Frog Day guests also enjoyed a “Toad”ally Royal Tea Party with samples provided by Coca Cola.

Photo opportunities were plentiful as attendees were able to meet and greet with some of their favorite characters including Snow White, Cinderella and Tinkerbell to name a few - there was even a surprise appearance by Spider Man. Additional activities included watching the Schaeffer Eye Center Wildlife Show, meeting a variety of frogs and reptiles at special keeper chats, dancing to music, and creating “Toad Abode” frog house crafts. “This was a great way to showcase and educate the public about some of our lesser known collection of species including the frogs and amphibians who reside at the Birmingham Zoo,” said Chris Pfefferkorn,



Birmingham Zoo Senior Vice President, "This was the perfect way to tie together recreation and education as we strive to support the Zoo's mission of Inspiring Passion for the Natural World."

Approximately 900 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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