



Alabama's Must See Attraction!

FOR IMMEDIATE RELEASE

November 1, 2016

MEDIA CONTACTS:

Kiki Nolen-Schmidt, Marketing Coordinator
205.397.3874 office
kschmidt@birminghamzoo.com

Kerry Graves, VP, Sales and Marketing
205.397.3858 office
kgraves@birminghamzoo.com

Birmingham Zoo Achieves Record Breaking October

BIRMINGHAM, AL – The Birmingham Zoo is pleased to announce a record breaking October. Throughout the month, the Zoo hosted its annual Halloween event, Boo at the Zoo presented by Wells Fargo, to which the success is attributed. For the month of October 2016, the Zoo brought in 82,533 guests. This is a 15% increase over October 2015 where the Zoo saw 71,592 visitors.

The record attendance of the month of October in addition to earlier record attendance has the Zoo on track to beat its all-time attendance record set in 2015 of 576,000 guests. The Zoo is on track to have over 600,000 in attendance in 2016. To celebrate this tremendous milestone for the Zoo, the 600,000 guest in attendance will receive a VIP day at the Zoo. It is estimated this guest will enter during the beginning of December.

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.

###

Zoo Mission: Inspiring Passion for the Natural World

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