



November 5, 2024

NEW “WILD EXPLORER” VIRTUAL REALITY EXPERIENCE AT THE BIRMINGHAM ZOO SHOWCASES NATURE THROUGH TECHNOLOGY

Become a “Wild Explorer” and travel across Africa to follow majestic animals through a virtual reality experience like no other in Central Alabama. The Birmingham Zoo has partnered with IMMOTION to offer dynamic, motion-based virtual reality experiences, featuring live-action and animated education/entertainment content guided by wildlife experts, marine biologists, and conservation organizations.

With more than 75 locations and more than two million unique annual users, IMMOTION continues to expand its network of partnerships across the US, Europe and Asia to help leading zoos, aquariums, and museums generate ancillary revenue through its award-winning immersive attractions.

IMMOTION is a proud member of the Association of Zoos and Aquariums (AZA) Commercial Member Engagement Council. The Birmingham Zoo is Alabama’s only AZA accredited zoo.

“This Wild Explorer experience perfectly mirrors our mission inspiring passion to conserve the natural world,” said Chris Pfefferkorn, President and CEO of the Birmingham Zoo. “These virtual reality experiences will transport you from Birmingham to the Serengeti at the push of a button,” said Pfefferkorn. “The spectacular cinematography is synched with moving pods to create unbelievable experiences for our guests that will leave a lasting impression,” he said. “Since the virtual reality experience is in the Trails of Africa section of the Birmingham Zoo, we are launching with “The Great Migration.” Additional film options will be added regularly.”



The cost of the Wild Explorer tickets is \$7 for guests and \$5 for members. Films are approximately seven minutes long and are available in several languages. Wild Explore tickets are on sale at the Zoo's ticket booths at the entrance and at the food stand next to the Predator Building.

Now Showing: "The Great Migration"

Join Emmy award-winning documentary filmmakers as they take you on an incredible journey through Africa's Great Migration.

Each year, millions of wildebeests, zebras, and antelopes traverse East Africa's wide open grasslands in a continuous, circular trek in search of fresh grazing lands and water, pausing only for a few months when females are giving birth.

In the wildlife immersive film experience, "The Great Migration," witness how these millions of free-roaming animals make their way through the peaks and perils of Africa's savannah terrain, from the Maasai Mara River in Kenya to the majestic landscape of Tanzania's Serengeti, in search for a better life across the animal kingdom.

About the Birmingham Zoo

The Birmingham Zoo is an independent, not-for-profit, 501(c)(3) organization and is accredited by the Association of Zoos and Aquariums (AZA). Approximately 430 animals of 170 species call the Birmingham Zoo home, including red pandas, giraffes, zebras, elephants, orangutans, jaguar, rhinoceros, lion, and endangered species from six continents. The Birmingham Zoo is the only AZA-accredited zoo in Alabama. For more information on the Birmingham Zoo, visit birminghamzoo.com.

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THE BIRMINGHAM ZOO MISSION *Inspiring Passion to Conserve the Natural World*