



NEWS RELEASE



For Immediate Release

For more information:

Jaime Alvarez, Director of Public Relations
Rosamond Gifford Zoo at Burnet Park
Phone: (315) 435-8511 x110

Snow Leopard Days Half-Price Admission, 11th Annual Photo Contest Begin at Rosamond Gifford Zoo

Syracuse, N.Y. (January 4, 2016) – Visiting the Rosamond Gifford Zoo is easier than ever during the months of January and February: **guests enjoy half-price admission during the zoo's annual Snow Leopard Days!** Adult tickets (ages 19-61) are \$4, youth (ages 3-18) are \$2 and seniors (ages 62+) are \$2.50.

The zoo is open year-round, and winter is a fantastic time to visit. Outdoor exhibits feature animals chosen for their ability to adapt to the region's climate. Prefer warmer temps? Sixty percent of the zoo's exhibits are indoors, making it a great destination even on cold and snowy days.

An additional perk to visiting the zoo this month is the annual **Winter at the Zoo Photo Contest**, celebrating its 11th year. The contest runs through January 31. Photographers of all abilities, ages 5 and up, are invited to enter for a chance to win fantastic prizes.

The winter season is perfect for photography. Cold weather means active, easier to find animals and interesting backdrops. Photographers must follow zoo rules, stay on all zoo paths and obey posted signs. Flash photography is prohibited where indicated.

Complimentary admission is offered to participants who show their camera at the ticket booth. (Please note: mobile devices are not accepted as cameras for the contest.) There is a limit of one entrant per household per day.

All photo contest entries are due by 4 p.m. on February 1. Late entries will not be accepted. Entries will be judged by a panel of representatives from sponsoring organizations. Winners will be announced Friday, February 19 at 3 p.m. during a reception at the zoo. The public is invited to attend.

The third annual **Winter at the Zoo Photo Contest Traveling Winners Exhibition** will take place at sponsoring organizations in the community beginning in March.

Complete photo contest information, rules and entry forms are available at rosamondgiffordzoo.org/photo-contest.

Sponsors of the 2016 Winter at the Zoo Photo Contest are Friends of the Zoo, Onondaga County Parks, CNY Arts, Community Folk Art Center, Everson Museum of Art, Redhouse Arts Center and Syracuse Stage.

###

Founded in 1914, the Rosamond Gifford Zoo at Burnet Park is among the top 10 percent of zoos in the country as an accredited member of the Association of Zoos and Aquariums and is dedicated to connecting people to the natural world by providing engaging guest experiences, exceptional animal care, and unparalleled conservation education.

The zoo actively collaborates with Friends of the Zoo to provide its guests “the best day ever,” ensuring experiences that excite, memories that endure, and knowledge that inspires worldwide conservation.

The Rosamond Gifford Zoo is open daily from 10:00 a.m. to 4:30 p.m. Admission is \$8 for adults (19-61), \$4 for youth (3-18) and \$5 for seniors (62+). Children two and under are free. For more information, call the zoo at (315) 435-8511 or visit rosamondgiffordzoo.org.

One Conservation Place, Syracuse, NY 13204 • (315) 435-8511 • (315) 435-8517 fax

www.rosamondgiffordzoo.org

County Executive, Joanne M. Mahoney • Commissioner of Parks & Recreation, Bill Lansley
Rosamond Gifford Zoo Director, Ted Fox • Friends of the Zoo President, Janet Agostini

ACCREDITED BY THE
**ASSOCIATION
OF ZOOS &
AQUARIUMS**