



## NEWS RELEASE



*For Immediate Release*

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### **Rosamond Gifford Zoo Embraces Winter with ‘Snow Leopard Days’ Half-Price Admission and Annual Photo Contest**

Syracuse, N.Y. (January 3, 2017) – Embrace winter with a visit to the Rosamond Gifford Zoo! Annual **“Snow Leopard Days” means half-price admission during the months of January and February.** 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 wonderful time to visit. Outdoor exhibits feature animals chosen for their ability to adapt to the region’s climate. These are animals “made” for the cold, like snow leopards, red pandas, bison, Amur tigers and red and gray wolves. 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 during January is the 12<sup>th</sup> annual **Winter at the Zoo Photo Contest.** Photographers of all abilities, ages 5 and up, are invited to enter for a chance to win fantastic prizes. Complimentary admission is offered to participants who show their camera at the ticket booth. (Note: mobile devices are not accepted as cameras for the contest discount.) There is a limit of one entrant per household per day.

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

Photo contest entries are due by 4 p.m. on February 1. Late entries will not be accepted. Winning photos appear in the spring issue of the zoo’s member publication, *MyZoo Magazine*, on the zoo's website and social media, and are displayed to the public for one year in the zoo gift shop windows. Winners will be announced Friday, February 24 at 3 p.m. during a reception at the zoo. The public is invited to attend.

The fourth 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](http://rosamondgiffordzoo.org/photo-contest).

Sponsors of the 2017 Winter at the Zoo Photo Contest are Friends of the Zoo, Onondaga County Parks, Community Folk Art Center, Everson Museum of Art, Redhouse Arts Center and Syracuse Stage.

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*Last year's 2016 Winter at the Zoo Photo Contest Grand Prize Winner:  
Tonguehold by Bob Gates*

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](http://rosamondgiffordzoo.org).

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[www.rosamondgiffordzoo.org](http://www.rosamondgiffordzoo.org)

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Rosamond Gifford Zoo Director, Ted Fox • Friends of the Zoo President, Janet Agostini

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