



NEWS RELEASE

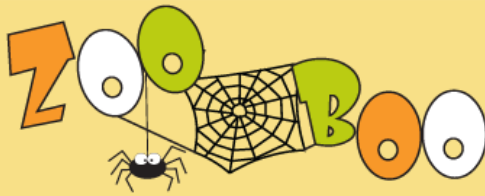
FRIENDS
OF THE
ROSAMOND GIFFORD ZOO

For Immediate Release

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

Zoo Boo Offers Halloween Fun for Children and Families

Syracuse, N.Y. (October 13, 2014) –Friends of the Rosamond Gifford Zoo will present Zoo Boo, an annual Halloween event for children and families, Saturdays and Sundays, October 18, 19, 25 and 26 from 10 a.m. to 3 p.m. at the Rosamond Gifford Zoo.



Offered for a second year in a new daytime format, Zoo Boo presents a “kooky not spooky” theme and hauntingly hilarious activities. The event provides Halloween fun without the

fright for children and their families. Costumes are encouraged. Daytime hours means participants see the entire zoo and animal collection. Zoo Boo is held rain or shine.

“Our guests had long requested to see our animals during Zoo Boo. By successfully transitioning to a daytime event, we’ve been able to give our visitors what they wanted. We are pleased to once again welcome children and their families to Zoo Boo, one of the zoo’s premier family events,” says Janet Agostini, president of Friends of the Zoo.

A Zoo Boo event ticket must be purchased for any child, regardless of age, in order to participate in Zoo Boo. With it, children access a variety of Halloween-themed activities including trick-or-treat stations, dance party, live entertainment, games, Halloween tattoos, animal demonstrations, costumed characters, meet and greets with creepy crawlies, photo opps with the “Great Pumpkin” (a pumpkin of pachyderm proportion!) and one entry to win a senior keeper adopt package (one winner selected per day).

In addition, participants are entered in the Zoo Boo Mega Raffle drawing for a basket filled to the brim with zoo-themed goodies at the conclusion of all Zoo Boo days. Winner need not be present to win.

New this year: guests can purchase 2D and 3D Zoo Boo picture keepsakes from on-site photography concession, Magna Gaea. Stand in front of the green screen to be photographed alongside the zoo's animals! Wear your costumes for a Halloween-themed family photo!

Zoo Boo Ticket Prices:

Members: \$8 per child (zoo admission is free for members) - may be purchased in advance

- Only members may purchase advance sale Zoo Boo tickets
- Zoo Boo tickets are not date specific and can be used on any Zoo Boo day
- Members not trick-or-treating (adults & infants) are admitted free

Non-Members: \$8 per child plus the cost of zoo admission - purchased day of visit

- Purchase Zoo Boo tickets at the ticket booth on Zoo Boo days
- In addition to the Zoo Boo event fee, non-members must pay regular zoo admission rates: rosamondgiffordzoo.org/hours-admission

Zoo members can avoid lines at the ticket booth by purchasing advance sale tickets online, onsite at the membership desk or by calling (315) 435-8511 x113.

Visit rosamondgiffordzoo.org/zoo-boo.

###

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

