



Cincinnati Zoo Enjoys Record Attendance

New Entrance and National Rankings Draw Visitors

CINCINNATI – The Cincinnati Zoo & Botanical Garden has seen unprecedented Zoo attendance during the first five months of 2009. Attendance from January to May topped over 370,000 visitors, up nearly 40% from 2008 with the second best April & May attendance in Zoo history. Even more astounding was the May 23 attendance, which totaled nearly **13,000 visitors**, the highest amount in *Zoo history* for any day in May.

Record turnout can be attributed to several contributing factors including the opening of the Historic Vine Street Village, an aggressive and strategic marketing campaign, Zoo Babies, affordable family-friendly entertainment, and to a number of national rankings that have named the Cincinnati Zoo as **one of the best zoos in the country for families**.

“These attendance numbers speak volumes about the community’s support of the Zoo,” said Thane Maynard, Executive Director, Cincinnati Zoo & Botanical Garden. We are extremely grateful to have this amount of support during a challenging economy. “We work hard every day to ensure we offer value to our guests and members, introducing them to *More Animals, More Fun* each and every time they return.”

The new Historic Vine Street Village was introduced to make the Zoo more welcoming and visitor-friendly. This addition has brought with it more parking and self-ticketing kiosks, helping to decrease waiting times and make the Zoo more accessible for families. New family restrooms, retail shops and food options are located just inside Historic Vine Street Village to create a comfortable and exciting place for visitors to relax and enjoy their Zoo experience.

“An aggressive and highly strategic marketing campaign was set in place late 2008 that highlights the Zoo’s slogan for 2009, which is *More Animals. More Fun.*,” said Chad Yelton, Marketing Director, Cincinnati Zoo & Botanical Garden. “This summer campaign is about showing off what truly makes the Cincinnati Zoo unique. We have an engaging staff that works hard to inspire guests with wildlife every day and provide them with a unique experience like watching cheetahs run 60 mph during Cheetah Encounter, or having colorful

macaws soar just inches from your head during the Great American Wings of Wonder Bird Show, or hand feeding a Massai giraffe at eye level.”

Parents Magazine recently named the Cincinnati Zoo one the Top Ten Best Zoos in the country. As the *only* Ohio zoo on the list, the Cincinnati Zoo was chosen based on their wide range of family activities and their dedication to fostering knowledge, appreciation, and excitement among their visitors. In addition to this announcement, the Zoo has a growing list of recent accolades: the Cincinnati Zoo was named the #1 attraction in Cincinnati and one of the top zoos in the nation by Zagat Survey, Child Magazine’s, “Top 10 Best Zoos for Kids”, “One of the Top 10 Zoos in America” by *USA Travel Guide*, and Newt Gingrich’s “10 Great Places to Go Wild Over Zoo Animals” in *USA Today*.

The Cincinnati Zoo is certainly not resting on its success of the first five months of the year as they prepare for a busy June. In addition to the start of the Cheetah Encounter, Wings of Wonder Bird Show and more than 20 daily Meet-A-Zookeeper encounters, the Zoo offers plenty of special events. Every Tuesday through July 21 at 10:30 a.m., kids can listen to stories, sing songs and meet their favorite storybook characters during “Zoo Tales”. On June 18, guests can enjoy an evening wine tasting event at the Zoo to benefit CREW during Wild About Wine. On June 21, Toumani Diabatè, one of the most important musicians in Africa, will take the stage during a special Father’s Day evening concert. On June 29, Cincinnati Reds players Jay Bruce and Paul Janish, along with Gapper, Mr. Redlegs and Rosie Red, will be on hand for Reds Day at the Zoo.

Visit the nationally recognized Cincinnati Zoo *TODAY!* Admission prices are \$13/adults, \$9/children (2-12), children under two are free and parking is additional. The Zoo opens daily at 9 a.m. For more information, call (513) 281-4700 or, visit www.cincinnati-zoo.org for a complete list of events and activities.

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The world famous Cincinnati Zoo & Botanical Garden was rated the #1 attraction locally and one of the top zoos in the nation by Zagat Survey. It was recognized by Parents Magazine as #7 on the “Top 10 Best Zoos for Kids.” It has also been recognized by Child Magazine as one of “The 10 Best Zoos for Kids.” Over one million people visit the Zoo’s award-winning exhibits, and more than 500 animal and 3000 plant species annually. The Zoo is an accredited member of the American Zoo & Aquarium Association (AZA) and the American Public Gardens Association (APGA), is internationally known for its success in the protection and propagation of endangered animals and plants, and engages in research and conservation projects worldwide.