

NEWS FROM...



FOR: IMMEDIATE RELEASE

RE: IT'S SNOWING AND "GREENING" AT THE PALM BEACH ZOO!

DATE: THURSDAY, JULY 5, 2007

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July 5, 2007, West Palm Beach, FL - It's snowing at the Palm Beach Zoo! That's right – it's snowing. Bring your mittens and dive into 40 tons of snow at the Palm Beach Zoo's "coolest" event, "Winter in July", taking place on Saturday and Sunday, July 14th and 15th from 9 a.m. to 5 p.m.



And this year, "Winter in July" will be carbon neutral! The Palm Beach Zoo is teaming up with FPL's Sunshine Energy Program to take a stand against climate change by offsetting the carbon dioxide emissions (CO₂) created by the electricity used to power the zoo during "Winter in July" weekend. This year's event will be offsetting more than 1,500 pounds of CO₂ emissions. To put this in perspective, this is like NOT driving your car over 1,700 miles, or the annual carbon absorption of about 93 trees.

Winter has never been greener!

"Winter in July" was created to educate children about the importance of sun safety while providing them the opportunity to experience the wonders of winter without leaving South Florida.

In addition to the snow, the days' events will include an avalanche of activities:

Dance to the music of jazz band *groovemerchant*

Visit the "Sand Box" and create your own cool art

Join the Banana Peel Circus and learn to juggle with Glass Productions

Listen to arctic-themed stories told by Pretend Party Productions

Visit the Snow Queen

Meet Lauren Wanger, Miss Florida 2007 (Ms. Florida will appear on Sunday only.)

Even the animals get into the act with "cool" animal enrichments you won't want to miss! Tigers get blocks of ice in their pools, monkeys get frozen fruitsicles, and bears get a snowman with treats hidden inside. You'll love watching their reactions!

"Winter in July" is co-sponsored by South Florida Parenting Magazine and KOOL 105.5 FM. Sun Safety materials are generously provided by the Skin Cancer Foundation and the Richard David Kann Melanoma Foundation.

The Palm Beach Zoo is a non profit zoological organization located at Dreher Park in West Palm Beach, housing over 1,500 animals within 23 acres of lush tropical habitat. Its mission is to provide an open-air classroom of living creatures to foster awareness, appreciation and respect for the natural world.

Palm Beach Zoo is located at 1301 Summit Boulevard, just east of I-95 between Southern and Forest Hill Boulevard. Admission: Regular \$12.95, Seniors 60+ \$9.95, Children 3-12 \$8.95, under 3 years and Zoo Members are free. The zoo is open every day from 9 a.m. to 5 p.m. (Closed Thanksgiving and Christmas Day.) For more information visit www.palmbeachzoo.org.

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**Palm Beach Zoo • 1301 Summit Boulevard, West Palm Beach FL, 33405-3098
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