

# NEWS FROM..



**FOR:** IMMEDIATE RELEASE  
**RE:** IT'S SNOWING IN JULY AT THE PALM BEACH ZOO!  
**DATE:** JUNE 24, 2008  
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**June 24 2008, West Palm Beach, FL-**It's snowing again at the Palm Beach Zoo! Bring your gloves and dive into 40 tons of snow at the "coolest" event around, "Winter in July," taking place on Saturday and Sunday, July 12<sup>th</sup> and 13<sup>th</sup> from 9 a.m. to 5 p.m. Come and witness the Zoo's transformation into a winter wonderland!

This celebration was founded to educate the children of the community about the importance of Sun Safety, while providing them the opportunity to experience the wonders of winter without leaving South Florida! Our animals even get into the act with "cool" animal enrichments. Tigers get blocks of ice in their pools, monkeys get frozen fruitsicles, and bears get a snowman with treats hidden inside.

Days' events will include children's entertainment such as interactive games, educational arts & crafts, and the Banana Peel Circus where kids learn to juggle with Glass Productions. The Zoo's "Snow Queen" will be on-hand reading artic-themed stories at the Florida Pioneer House.

"Winter in July" is co-sponsored by South Florida Parenting Magazine and the Palm Beach Post.

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 outdoor classroom of living creatures to foster awareness, appreciation and respect for the natural world.

All activities are free for Palm Beach Zoo members or with regular paid admission. Palm Beach Zoo is located at 1301 Summit Boulevard, just east of I-95 between Southern and Forest Hill Boulevard. Regular zoo admission: Regular \$12.95, Seniors 60+ \$9.95, Children 3-12 \$8.95, under 3 years and Zoo Members are free. For more information regarding the Palm Beach Zoo or on how you can become a Frog Friend, please visit [www.palmbeachzoo.org](http://www.palmbeachzoo.org).