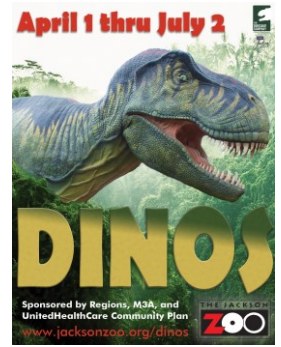




Press Release
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DINOSAURS to Visit the Jackson Zoo This Spring!

Jackson, Miss.— The Jackson Zoo is once again bringing the pre-historic era back to “life” inside the park on April 1, 2017 so people can “See the Past and Protect the Future.” Thanks to Regions, United HealthCare Community Plan of Mississippi, and M3A Architecture, dino fans of all ages will see nearly life-sized and moving replicas of the ancient creatures during a three-month event that will help raise funds and awareness for endangered species.

Dinosaurs first visited the the Jackson Zoo back in 2004, and it was exciting for both staff and guests alike. With the advancement of technology in the past decade, a new generation will get to witness more than twelve free-standing exhibits that move, breathe, and even spit water within sight of guests.

“People have always mentioned how much they loved the dinos when they were kids,” said Executive Director Beth Poff. “We saw an opportunity to bring them back - with an upgrade - that’s both fun and educational regarding currently endangered animals. The Red pandas, Sumatran tigers, and the White rhinos are all animals that might end up like the dinosaurs if humans don’t intervene.”

Not only will the replicas from The Dinosaur Company (Billings Productions) be taking over a large section of the zoo, but they will also be over-shadowing the events between April 1 and July 2. Members will get a special preview with Doughnuts & Dinos with Dunkin Donuts; the 10th Annual Zoo Brew beer festival with Capital City Beverages will be HUGE; plus there will even be Dino Zoo Camps, Dino Night Hikes, Dino Birthday Parties, and special days highlighting conservation and endangered species.

In addition, several local attractions will be sharing the pre-historic experience. With the Visit Jackson Pre-HisTOURist Pass, people can go on a DINO TOUR in the Metro and finish with a free treat! Guests who visit The Jackson Zoo AND the Mississippi Museum of Natural Science (“Be The Dino”), plus either the Mississippi Sports Hall of Fame OR the Clinton Community Nature Center, can get a free “Dino Dessert” with purchase at either Sal & Mookie’s, Broad Street Bakery Café, or the Manship in the Belhaven. The special rack cards will be available at all locations starting March 10th.

There will be special admission charge at the Jackson Zoo during the limited time event, which will be an additional \$2 per entry for daily admission or member visits between April 1 and July 2 of 2017. Members will have an opportunity to purchase a special Dino Pass at a discounted rate during March and April to add to their annual membership account.

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The Jackson Zoo is accredited by the Zoological Association of America, and certified by the Better Business Bureau. The mission of the Jackson Zoo is to provide visitors with a quality recreational and educational environment dedicated to wildlife care and conservation. For more information, visit The Jackson Zoo at <http://jacksonzoo.org/>.

