

FOR IMMEDIATE RELEASE

April 22, 2008

ZOOM! to the Zoo and Enter the Photo Contest

FRESNO, Ca. – Fresno Chaffee Zoo's second annual photo contest, ZOOM!, is now underway and will continue through October. This is a wonderful opportunity to show off your shutterbug skills and show pride in your Zoo at the same time.

The contest is open to all amateur photographers and entries will be judged primarily on the basis of general interest and technical quality. Photographic proficiency, originality, and artistic expression will also be considered. Entries will be judged in the following categories:

- Best Visitor Experience
- Best Animal Action
- Best Composition
- Best Animal Portrait
- Most Humorous
- Best Zoo Events
- Youth: Photos in any above category by photographers 11 years old and younger

A first place winner will be selected within each category, and second and third place winners may be chosen within each of the categories. One overall Best in Show will be chosen. Prizes include a behind-the-scenes tour of the Zoo, family memberships, admission passes and publication of photos in the Zoo's membership magazine and/or website.

Only photographs taken at Fresno Chaffee Zoo between April 1, 2008 and October 31, 2008 are eligible for competition. Images must be submitted in digital format on CD or emailed to photocontest@fresnochaffeezoo.com no later than 5:00 pm PST on October 31, 2008. Winners will be announced on the Zoo's website on or before November 24, 2008. A complete list of contest rules can be found on the Zoo's website www.fresnochaffeezoo.com or picked up at the Zoo's entrance during regular operating hours. All submissions become the property of Fresno Chaffee Zoo.

There is no fee to enter the photo contest. Entrance to the Zoo is free for members of Fresno Chaffee Zoo. All non-members must pay regular Zoo admission.

Fresno Chaffee Zoo is open every day of the year from 9 a.m. to 4 p.m. General admission during regular Zoo hours is \$7 for adults, \$3.50 for children 2-11 and seniors 62+, and children under 2 and Fresno Chaffee Zoo members are free. The mission of Fresno Chaffee Zoo is to provide a fun, unique and up-close experience that strengthens the bond between people and wildlife. The Zoo is accredited by the Association of Zoos and Aquariums (AZA).

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