

**FOR IMMEDIATE RELEASE**

September 7, 2007

**ZOO BOO TREAT STATION SPONSOR OPPORTUNITIES**

FRESNO, Ca. – Businesses and organizations looking to increase their presence in the community will benefit from a number of unique sponsorship opportunities during Fresno Chaffee Zoo's ZooBoo to be held on October 20 from 5:00 pm to 8:00 pm. ZooBoo is a merry, not-too-scary Halloween event that offers families a fun and safe alternative to traditional trick-or-treating with sponsored treat stations.

Treat station sponsorships are available for just \$30 and require the sponsor to provide a minimum of 4,000 individually wrapped treats and the volunteers for distribution. Sponsors also have the opportunity to distribute flyers and coupons and will receive program recognition. Other levels of sponsorship, accommodating businesses both large and small, are available.

Sponsors can expect to reach 4,000 people during the event making ZooBoo an effective method for reaching families with young children. This opportunity is ideal for businesses and organizations looking to gain strong representation in the community, promote their services to families, and support a local nonprofit. It's so easy to be a sponsor of this event – it's frightening!

For more information about sponsoring ZooBoo or other Zoo events and programs contact Fresno Chaffee Zoo at 559-498-5921 or visit [www.fresnochaffeezoo.com](http://www.fresnochaffeezoo.com).

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