

FOR IMMEDIATE RELEASE

September 23, 2009

ZOOBOO IS DELIGHTFUL (NOT FRIGHTFUL!) FAMILY FUN

FRESNO, Ca. – Petite princesses, small but mighty heroes, and kids dressed as their favorite animal will happily haunt Fresno Chaffee Zoo as part of the ninth annual ZooBoo. This popular Halloween celebration has been expanded to three nights and will be held on Friday, October 23 Saturday, October 24, and Sunday October 25 from 5:00 to 8:00 p.m.

ZooBoo is a merry, not too scary, family event featuring trick-or-treating at booths sponsored by local organizations and businesses, live entertainment, costume parade, game lane, hay maze, and dancing at Dracula’s Disco. It’s spooktacular fun for everyone!

Children are encouraged to wear fun (not scary) costumes. Only adults accompanied by a child or children under 13 years of age are permitted to wear costumes at the Zoo (excludes endorsed event entertainment).

Choose which night you wish to attend, October 23, 24 or 25, when you purchase your tickets. Ticket prices for each night are as follows:

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| Adult Member | \$10.00 | |
| Child Member (ages 2 – 11) | | \$ 8.00 |
| Adult Non-Member | \$12.00 | |
| Child Non-Member (ages 2 – 11) | | \$10.00 |
| Day of Event (if still available) Adult Non-Member | | \$14.00 |
| Day of Event (if still available) Child Non-Member | | \$12.00 |
| Under 2 years of age | | Free |

Tickets are limited and sell frighteningly fast. Tickets are available for purchase at the Zoo, by calling the Zoo at (559) 498-5921 or online at www.fresnochaffeezoo.com. **The Zoo will close at 2:00 pm on October 23-25 to prepare for this fundraising event.** ZooBoo is sponsored by ABC-30 KFSN TV, 93.7 KISS Country and Carl’s Jr.

Fresno Chaffee Zoo is open from 9 a.m. to 4 p.m every day except Thanksgiving and Christmas Day. 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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