



PRESS RELEASE
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Many Ways to Love Your Zoo

From a sponsored walk to sharing memories, everyone is invited to Love Their Zoo.

The Isle of Wight Zoo is inviting Islanders and visitors to be part of Love Your Zoo Week during the Half Term Week of 30th May-5th June 2011. The nationwide celebration is being run by BIAZA, the British and Irish Association of Zoos and Aquariums, and aims to promote the good work done by member organisations.

The week will kick off on Sunday 29th May with an African BBQ Tea Party. With traditional African food - and hopefully a bit of sunshine! - we think this will be the perfect way to start a week-long party.

The stars of the Isle of Wight Zoo's efforts are mother and daughter team Tracy Dove and Jenny Mitchell, who are walking the 70 miles Isle of Wight Coastal path to raise money for the zoo's tiger project in India. Their aim is to raise £1000 – you can check out how they're doing via the zoo's website.

Members of the public are invited to join in the campaign too. Those with memories of the zoo – either written accounts or pictures - are invited to send copies in to be part of a display of zoo history in the zoo and on the website. The zoo will be unable to return originals so please don't send anything irreplaceable!

Younger visitors (3-16) are invited to bring along a drawing showing why they love their zoo, in exchange for which they will receive free entry when accompanied by an adult. Zoo staff have already started on their own masterpieces, which will be displayed alongside the children's efforts in the zoo.

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Notes to editors:

Isle of Wight Zoo aims to promote the survival of endangered species through first class educational and recreational experiences, exemplary animal management, conservation and research. The zoo specializes in the care of big cats and lemurs, and many of their animals are under considerable threat in their natural habitat.

