



Media Advisory

Date: February 8, 2008

Zoo Campaign Sign Blitz

Advisory for Cincinnati-Area TV Stations

Cincinnati (OH) – The [Friends of the Zoo](#) campaign committee is sending this reminder to Cincinnati-area television stations regarding their volunteer sign blitz beginning at 10:00 a.m. Saturday, February 9, 2008 at the Cincinnati Zoo. TV stations interested in capturing great campaign visuals should be at the Cincinnati Zoo at the Kilimanjaro Shelter by 10:00 a.m. Volunteers will assemble to receive yard signs and lists. Thane Maynard, Executive Director of the Cincinnati Zoo will be present and available for on-camera interviews. The Zoo campaign projects that more than 1,000 signs will be distributed on Saturday alone for placement in people's front yards.

On March 4, 2008, voters in Hamilton County will vote on a property tax levy renewal for the Zoo of .46 mills, a slight increase of .06 mills compared to the Zoo's current levy. Proceeds of the tax levy can only be used for the care and feeding of the Zoo's collection of animals, horticulture, and maintenance of Zoo facilities.

The Zoo announced recently it produces more than \$124.6 million in economic impact for this region, an amount that is projected to increase by more than \$ 4 million per year, according to a report from the University of Cincinnati Economics Center for Education & Research.

The world famous Cincinnati Zoo & Botanical Garden was rated the #1 attraction locally and one of the top zoos in the nation by Zagat Survey. It has also been recognized by Child Magazine as one of "The 10 Best Zoos for Kids." Over one million people visit the Zoo's award-winning exhibits, and more than 500 animal and 3000 plant species annually. The Zoo is an accredited member of the American Zoo & Aquarium Association (AZA) and the American Public Gardens Association (APGA), is internationally known for its success in the protection and propagation of endangered animals and plants, and engages in research and conservation projects worldwide.

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