



2004-12-15

Media Alert/Photo Opportunity

**More than Bearable
Polar Bear Days at Toronto Zoo**

Who: The Toronto Zoo and 97.3 EZ Rock present POLAR BEAR DAYS

What/Why: From January 3rd to February 28th, from **Monday to Friday**, admission to the Toronto Zoo will be half price when 97.3 EZ Rock predicts a temperature of -9.73 degrees Celsius or below. Polar Bear Day discounts are not available with any other discount offer.

How: Listen to 97.3 EZ Rock and when they predict a temperature of -9.73 degrees Celsius or below it's a "Polar Bear Day". On this day, when purchasing your admission at guest services, say "It's a Polar Bear Day!".

When: January 3rd to February 28, 2005

Where: Toronto Zoo
Take Hwy 401 to Meadowvale Rd (exit #389 both directions)
Go north on Meadowvale to Main Parking lot.

For further information, please contact Melissa Greiner
At 416.392.5974 or at mgreiner@torontozoo.ca

Hours to March 11th – 9:30 am-4:30 pm. Last admission one hour before closing. General Admission 13-64 incl. is \$18, Children 3 and under free, Children 4-12 are \$10 and Seniors 65+ are \$12. Parking is FREE. The Zoo is located at Meadowvale Road and Hwy. 401, Exit 389 east and west bound. For general information, call (416) 392-5929 or visit www.torontozoo.com. For all the latest Zoo News, check Toronto Zoo out on our new website feature, the "Press Room".