



**Press Release
For Immediate Release
Wednesday, September 11, 2013**

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**THE TORONTO ZOO LOVES KIDS!
Kids, 12 and Under, Receive FREE* Admission on Weekends and School Holidays
Until Monday, October 14, 2013.**

Wednesday, September 11, 2013, Toronto, Ontario: The Toronto Zoo today announced a new initiative to encourage kids, 12 and under, to visit the zoo and receive free admission* on weekends and school holidays. This initiative takes effect on Friday, September 13, 2013 and will run until Monday, October 14, 2013 which includes the Thanksgiving Weekend. The new initiative will help to dispel the myth that the Zoo is only open during the peak summer months and that every season, including the fall, is a perfect time to visit.

"The Toronto Zoo provides the perfect setting, in the heart of Rouge Park, for individuals of all ages, to comfortably explore plant and animal life from around the world," said Jennifer Tracey, Senior Director, Marketing, Communications and Partnerships. "This new initiative's goal is to draw more kids so that they can have the opportunity to see endangered giant pandas from China (Er Shun and Da Mao) and learn about conservation, wildlife and our on-site extensive plant species. We hope that their experience at the zoo will inspire them to become more involved as champions of conservation and protectors and preservers of species," she added.

The Toronto Zoo is open year round, with the exception of Christmas Day, and we have a lot to offer with our award-winning indoor pavilions and animals, on exhibit year-round, including the giant pandas, Arctic wolves, polar bears, orangutans, Western lowland gorillas, to name a few. The Toronto Zoo plays a major role in many conservation and species survival initiatives at home and abroad throughout the year and visitors can learn about these and other initiatives during a visit to the zoo.

Current fall hours are 9 a.m. until 6 p.m. with last admission at 5 p.m. For upcoming events, including our new Toronto Zoo Celebrates Fall Event, please visit torontozoo.com.

***Kids, 12 and under, must be accompanied by an adult.**

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About the Toronto Zoo

The Toronto Zoo is a member of CAZA (Canadian Accredited Zoos and Aquariums). Current Zoo Hours: 9:00am to 6:00pm. Last admission is one hour before closing. General Admission 13-64 incl. is \$28.00. Children 2 and under are free, Children 3-12 are \$18.00 and Seniors 65+ are \$23.00. Parking fees apply. Prices include applicable taxes and are subject to change without notice. Events are subject to change without notice. The Zoo is located at Meadowvale Road and Hwy. 401, Exit 389 east and west bound. For general information, call (416) 392-5929. The Toronto Zoo is open year round (except December 25th).

The Toronto Zoo is Canada's premier zoo and a leader in animal preservation and environmental protection. More than a tourist attraction, the Toronto Zoo boasts a number of leading programs for helping wildlife and their natural habitats – from species reintroduction to reproductive research. A world-class educational centre for people of all ages, the Toronto Zoo is open every day except December 25 and attracts approximately 1.3 million visitors each year. torontozoo.com