



**Press Release
For Immediate Release**

For More Information
Shanna Young, Executive Director
Marketing & Communications
At (416) 392-5936

NEW KIDS ZOO NOW OPEN TO PUBLIC

A Dynamic, Interactive Children's Wildlife Experience

May 7, 2004, Toronto, Ontario: Now there's a special place just for kids – and animals - at the Toronto Zoo. Geared towards kids of all ages, but especially towards kids 9 and under, the new Kids Zoo proudly opened to the public this morning.

What's life like through a spider's eyes? Climb a giant spider web and find out. How do prairie dogs live? Scurry through one of their underground tunnels and see for yourself. Pet a miniature goat, pig, Burl the Border collie, and other animals in the Close Encounters. Try your hand at digging up "dinosaur bones" in a Canadian desert. Or spot birds and animals from the two-level treehouse. All these imaginative experiences and more are now available for children at the Toronto Zoo.

The new Kids Zoo, which is organized into five Canadian habitat sections, features lots of interactive activities, animals, storyboards, fun, and Toronto Zoo staff and volunteers. There's even a Forest Glade where families can stop by for a Keeper Talk, Special Animal Visit, puppet show, crafts and more!

"Our hope," Zoo Executive Director of Administrative and Site Services Robin Hale notes, "Is that positive experiences with smaller, native animals will lead to concern for endangered species everywhere." "Today's announcement," remarked Thomas Haig, Zellers President and COO, "Represents an ongoing partnership between Zellers and the Toronto Zoo and we are proud to be involved with such a great organization."

The Kids Zoo is the third and final phase of the Zellers Discovery Zone. Splash Island, an exciting 2-acre water play area and the fabulous 750-seat Waterside Theatre, home of the Amazing Animal Show, represent the first two stages. All three area are FREE with the cost of general Zoo admission.

The Kids Zoo is adjacent to Splash Island in the Zoo's Main Entrance area. Drop in often, and look for a rich and rewarding family experience that's different for you and your children every time you visit.

Zoo Hours until May 21st: 9:00 am to 6:00 pm. Last admissions 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 \$8. 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

