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TORONTO ZOO CELEBRATES A WILDLY SUCCESSFUL YEAR

Friday, October 24, 2008, Toronto, Ontario: The Toronto Zoo is pleased to announce the successful completion of their 2008 Special Exhibit-Stingray Bay-A Touching Experience. To date, the Toronto Zoo has met their attendance budget goal and is forecasting year-end attendance to be 1.3 million visitors (4.5% above budget), making 2008 one of the top attended years within the Zoo's 34 year history!

Stingray Bay, a first for Ontario and only at the Toronto Zoo, offered visitors the opportunity to interact humanely and safely with up to 30 cownose and southern stingrays. Visitors could also take part in special feedings and keeper talks led by specialized staff and volunteers. Over 320,000 visitors enjoyed Stingray Bay from May 16 to October 13, 2008. The Toronto Zoo also launched its new and vibrant permanent Great Barrier Reef Exhibit, within the newly refurbished Australasia Pavilion, in May. The Great Barrier Reef Exhibit offers up the exotic and mesmerizing moon jellies, seahorses, live coral and a host of other kaleidoscopic marine life forms and is FREE with Zoo admission.

"The Toronto Zoo, one of Toronto's most beloved attractions, is thrilled with our 2008 attendance results thus far." says Calvin White, CEO Toronto Zoo. "This is significant when you consider Toronto experienced one of the rainiest summers in history. Our 2008 success is no surprise when you consider Stingray Bay, the Great Barrier Reef, special events, animal births and the fact that the Zoo consistently exceeds expectations in our Visitor Satisfaction Surveys."

The Toronto Zoo is open year round. For details on the Toronto Zoo and its upcoming events, including Remembrance Day, Leap Frog Guinness World Record Attempt, Christmas Treats Walk and New Year's Eve Family Countdown, please visit torontozoo.com.

For more information, please contact
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Current Zoo Hours and Admission Prices

Zoo Hours to Dec. 31st: 9:30am to 4:30pm. Last admission is one hour before closing. General Admission 13-64 incl. is \$20, Children 3 and under are free, Children 4-12 are \$12 and Seniors 65+ are \$14. Parking is \$8. Events and admission prices 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).

torontozoo.com