

Press Release

**For Immediate Release**

Date: Wednesday, August 17



## **DISCOVER THE CAPE CONTEST – WIN A TRIP TO CAPE TOWN, SOUTH AFRICA PRESENTED BY ADVENTURE CENTER AND THE TORONTO ZOO!**

TORONTO – The Toronto Zoo and Adventure Center "THE Adventure Travel Experts" have partnered up to offer one household the chance to win an adventure of their own through the DISCOVER THE CAPE contest! Coinciding with the opening of the new endangered African Penguin exhibit in 2011, the contest offers an unbelievable 11-day trip to Cape Town, South Africa for two, including a trip to Boulders Beach to see the resident endangered African Penguin colony in real life!

Entries will also have the chance to win a 'Behind the Scenes Tour' or a family membership. Second prize, a 'Behind the Scenes Tour,' offers the chance for a group of up to seven people to get up close with some of the Zoo's most popular animals, and third prize, a family membership, allows any family (two adults and up to four children) the chance to enjoy the Zoo all year round! The contest can be entered in-person or online. Now through October 31<sup>st</sup>, visitors may find entry ballots at the Zoo's main entrance, as well as at most retail outlets and restaurants. Online entry can be facilitated at [torontozoo.com](http://torontozoo.com).

The trip itinerary, sponsored and created by Adventure Center includes many highlights, such as wine tastings, full day tours of the sights and scenery of Cape Town, whale watching, chances to relax on the beach and, of course, a trip to Boulders Beach to see the penguins. The contest is open to residents of Ontario over the age of 18, limit one entry per person (regardless of number of entries, only one entry per person will be entered into the draw to win). Toronto Zoo employees, volunteers, designated creative agencies of the Toronto Zoo and their respective families are not eligible to enter. The contest was launched on July 1, 2011 and will close October 31, 2011. The draw will take place on November 4, 2011.

For more contest information, please contact:  
Kim Haider, Marketing Manager at (416) 392-5983  
For information on Adventure Travel, please contact:  
1-866-338-8735

-30-

Adventure Center's staff has travelled to more than 140 countries worldwide offering nearly 3,000 tour options around the globe. They truly are "THE Adventure Travel Experts". Adventure Center can be found online at [www.adventurecenter.com](http://www.adventurecenter.com) Phone: 1-866-338-8735 or locally at 416-922-7584.

The Toronto Zoo is a member of CAZA (Canadian Association of Zoos and Aquariums) and AZA (Association of Zoos and Aquariums). The AZA works to ensure a professional level of zoo operations with high standards of excellence. The AZA outlines the primary objectives for zoos and aquariums including conservation, research and education. 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).

[torontozoo.com](http://torontozoo.com)