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THREE POLAR BEARS, ONE MAN... WHO WILL ENDURE IN TORONTO ZOO'S NEW VIRAL CAMPAIGN?

Thursday, August 27, 2009, Toronto, Ontario: The Toronto Zoo announces its latest viral campaign to hit the video-sharing phenomenon, YouTube. The Zoo's new 10-acre Tundra Trek is being tackled by an ordinary guy who just happens to think he's a wilderness survival guru. This new campaign allows you to follow this off kilter adventurer as he spends nine harrowing hours alone in one of nature's most extreme environments... the Tundra...Trek, that is!

"The Toronto Zoo's Tundra Trek offers a great challenge for a professional, highly trained, adventurer like myself – polar bears, Artic wolves, reindeer, snow geese, bring it on!" says *the explorer*.

"The fun doesn't stop with *the online video*! Check out www.torontozoo.com for the interactive Tundra Trek banner and the Zoo's new Tundra radio campaign" says Shanna Young, Toronto Zoo Executive Director. "Our friends at Lowe Roche and Untitled Films are the creative force behind this fun campaign and we are looking forward to seeing how much of a buzz it will create for our exciting new exhibit, the Tundra Trek."

The Toronto Zoo's 10-Acre Tundra Trek Exhibit is now open! This much-anticipated exhibit is anchored by a state of the art polar bear habitat as well as snow geese, Arctic fox and wolves, reindeer and snowy owl. Free with Zoo admission, the Tundra Trek will help our visitors understand the impacts of climate change and global warming.

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Current Zoo Hours and New Admission Prices

Current Zoo Hours: 9:00am to 7:30pm. Last admission is one hour before closing. General Admission 13-64 incl. is \$21, Children 3 and under are free, Children 4-12 are \$13 and Seniors 65 + are \$15. Parking \$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