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News Release

FOR IMMEDIATE RELEASE

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GREENVILLE ZOO LAUNCHES QUARTERS FOR CONSERVATION

Portion of zoo admissions to benefit wildlife conservation programs

Greenville, S.C. – Beginning July 1, the Greenville Zoo will kick off Quarters for Conservation, an initiative to help greatly enhance the zoo's conservation efforts. Through the collection of quarters, the zoo and the local community will have the opportunity to provide funding for new and existing wildlife projects in our region and around the world.

At each visit to the zoo, guests will receive a "quarter" token with their admission/membership fee. The token can be used to vote for a specific wildlife project at the zoo's Quarters for Conservation kiosk located just beyond the admissions booth. This year's projects include funding for local conservation projects, the International Elephant Foundation, The Amur Leopard and Tiger Alliance and the Panama Amphibian Rescue and Conservation Project. The kiosk will include information about all the projects and their relationship to the Greenville Zoo's ongoing wildlife conservation efforts.

The Greenville Zoo will donate \$0.25 from each admission fee and \$3.00 from each family membership to fund the Quarters for Conservation projects. Additional votes can be made with 100 percent of the contributions going toward the voted project. Total contributions are calculated annually from July through June. To receive additional

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information about the Greenville Zoo's Quarters for Conservation program, visit

<http://www.greenvillezoo.com/QuartersforConservation.aspx>.

About the Greenville Zoo

Groundbreaking of the Greenville Zoo began nearly 50 years ago in Cleveland Park and opened to the public with mostly indigenous animals including bears, deer, bobcat, foxes, ducks and prairie dogs. Today, the Greenville Zoo is rated one of the best tourist attractions in South Carolina, attracting over 270,000 people annually to its 14-acre facility filled with wildlife from around the world including giraffe, monkeys, giant tortoises and elephants.

The Greenville Zoo is open seven days a week, except on Thanksgiving, Christmas and New Year's Day. The zoo's hours of operation are from 10 a.m. to 4:30 p.m. and the gates close at 5 p.m. For more information about the Greenville Zoo, visit www.greenvillezoo.com or become a fan on Facebook.

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