

News Release

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For Immediate Release

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Record Numbers Visit Naples Zoo

Thousands Come to See New Black Bear Hammock Habitat

2009 marked the 40th anniversary since the Tetzlaff family introduced the wild animals to the botanical garden. Now in the first days of 2010, Naples Zoo at Caribbean Gardens is proud to announce that its anniversary year set an attendance record. **Naples Zoo welcomed 293,971 guests in 2009** -- more than any other year in its long history and a jump of 33,743 guests over 2008. *Black Bear Hammock*, the largest black bear habitat at an accredited zoo in the eastern USA, was a big part of this year's success.

"We grow each year. The Zoo has added a major exhibit every year since becoming a nonprofit in 2005. But this last year was special. Through the generosity of our donors and tremendous community support, we invested more in the Zoo than at any time since my parents first created the Zoo in 1969," said Naples Zoo Executive Director David Tetzlaff and eldest son of Zoo founders Lawrence and Nancy Jane Tetzlaff (better known as Jungle Larry™ and Safari Jane™). "Black Bear Hammock is the most significant single habitat we've ever created. We're delighted so many people have come out to enjoy it.

Notable numbers from 2009:

- ☞ **13%** Increase in attendance over 2008
- ☞ **5,614** All time record attendance for a single day on June 6, 2009
- ☞ **1 in 8** of all Zoo visitors are Collier County residents entering on free Saturdays - up from 1 in 12 in 2008.
- ☞ **36,157** Number of Collier residents Naples Zoo welcomed on free Saturdays - **a 66% increase over 2008**
- ☞ **More than 1 in 5** Number of guests the Zoo welcomed at no charge (includes programs for children, veterans, etc. plus Collier County residents on 12 free Saturdays)



- ☞ **252** Number of charities, schools, & organizations to which Naples Zoo donated tickets
- ☞ **21%** Increase in Naples Zoo Member Households
- ☞ **28.7%** Increase in visits by Naples Zoo Members
- ☞ **91,084** Number of children visitors age 12 and under. A **6.6% increase** over 2008
- ☞ **26,300** Number of trees Zoo provided funding to plant in Asia, Africa, and the Americas (Multiple trees are planted for Family, Grandparent, Conservator, and Patron Memberships. 1 tree is also planted for each child and adult that visits on a field trip. *Reflects a partial year as the program was started after summer.*)
- ☞ **Double** 2009 attendance compared to 1999 attendance

Just recently the Zoo added all new glass viewing on two carnivore exhibits. Guests also just began enjoying a completely renovated dining experience featuring culinary delights from longtime Naples favorite Wynn's Market. And the future promises even more. The Zoo is now fundraising to create its first giraffe exhibit. Naples Zoo will present **An Evening with Jack Hanna**, America's most popular Zoo Director and TV personality, on February 8, 2010 to raise further funds and awareness. Learn more and purchase tickets at www.napleszoo.org/giraffe.

Naples Zoo is a 501(c)(3) charitable organization located at 1590 Goodlette-Frank Road across from the Coastland Center mall in the heart of Naples. In addition to innovative presentations like Serpents: Fangs & Fiction and Planet Predator, the Zoo offers a historic botanical garden and many rare animals. Guests board the Primate Expedition Cruise to glide by islands inhabited by monkeys, lemurs, and apes living in natural habitats. Admission includes all shows and the boat ride (\$19.95 adults age 13+/\$11.95 children 3 to 12, under 3 free. Twenty-five cents of each admission goes to the *Naples Zoo Conservation Fund* to support regional and international conservation projects.) Children under the age of 16 must be accompanied by an adult at least 18 years of age.

Visitors can also pick up a healthy lunch and snacks at the all new Wynn's at the Zoo and shop for wild gifts at tame prices in The ZOO Gift Shop. Pursuing its mission to delight guests with the wonders of the natural world to inspire the conservation of our planet's remaining wild areas and their wondrous inhabitants, the Zoo welcomes guests daily from 9:00 to 5:00 with the last ticket sold at 4:00. Zoo memberships and discount tickets are available at www.napleszoo.org or call (239) 262-5409.

Zoo images at www.napleszoo.org/press

