



COLEMAN DAIRY

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Zoo Hosts Record Breaking Attendance Day for Coleman Free Day *Nearly 27,000 Attend Free Admission Day*

LITTLE ROCK (March 7, 2009) – The Little Rock Zoo and Coleman Dairy are proud to announce that nearly 27,000 people attended the Coleman Dairy Free Day at the Little Rock Zoo today.

As a result of a cash donation from Coleman Dairy, the Little Rock Zoo was open free to the public all day long. The Zoo hasn't seen a day this large since the grand opening of the Children's Farm Exhibit several years ago when nearly 13,000 individuals attended the Zoo in one day.

The Little Rock Zoo and Coleman Dairy announced Coleman Dairy as an annual sponsor of the Little Rock Zoo Thursday morning at a press event. The entire annual sponsorship from Coleman Dairy totals nearly \$50,000 in in-kind product and cash contributions. The free day today was made possible by a cash contribution from Coleman.

The Little Rock Zoo is accredited by the Association of Zoos and Aquariums (AZA). Look for the AZA logo whenever you visit a zoo or aquarium as your assurance that you are supporting a facility dedicated to providing excellent care for animals, a great experience for you and a better future for all living things. With its more than 200 accredited members, AZA is a leader in global wildlife conservation and your link to helping animals in their native habitats. For more information, visit www.aza.org.