



NEWS RELEASE

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ZOO SCREAMS FOR ICE CREAM

Norfolk, Va. – Visitors at the Virginia Zoo have been screaming for ice cream since the Zoo began serving fun new ice cream flavors May 16.

The new soft-serve vanilla ice cream, called Flavor Burst, is injected with swirls of concentrated flavorings. The Zoo currently serves eight wild flavors: Banana Ripple, Butter Pecan, Butterscotch, Chocolate Swirl, Cotton Candy, Mocha Cappuccino, Strawberry and Tropical Orange.

Served only at the Zoo's Beastro snack bar in the barnyard exhibit, more than 4,600 of the frozen treats have been served in seven weeks. If you stacked that many full cones, they would reach more than four times the height of the Washington Monument.

"We thought it would be a hit with children visiting the barnyard," said Greg Bockheim, the Zoo's executive director, "but it turns out that adults are eating nearly as many as the kids."

Bockheim added that though he couldn't think of a better way than ice cream to cool off on hot summer days, visitors to the Zoo do have several options. In addition to Flavor Burst ice cream at the Beastro, Zoo visitors can purchase cold drinks, and the African Village Restaurant sells frozen novelty treats, as well. The Zoo also features free "splash zone" water features to help people cool off.

Flavor Burst is a registered trademark of the Flavor Burst Company, LLP, Danville, Ind.

ZOO ICE CREAM



Zoo staff members (L-R) Kelsey Essmann Bethune, Amanda Hupp and Lori Cummings enjoy an ice cream break in the Virginia Zoo barnyard Thursday, July 7, 2011 (Virginia Zoo photo by Winfield Danielson).

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As an accredited Association of Zoos and Aquariums (AZA) facility, the Virginia Zoo exhibits more than 400 animals on 53 beautifully landscaped acres. For more than a century, the Virginia Zoo has demonstrated a commitment to education and conservation, and offered a fun-filled day for visitors of any age. Open daily from 10 a.m. to 5 p.m. and located at 3500 Granby Street in Norfolk. Daily admission prices are \$11.00 for adults, \$10.00 for seniors (age 62 and over), and \$9.00 for children ages 2-11. Visit www.virginiazoo.org or call (757) 441-2374 for more information.