



NEWS RELEASE

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ZOO REACHES ATTENDANCE MILESTONE

NORFOLK, Va. – The Virginia Zoo achieved record attendance in 2011, receiving more than a half-million visitors during the year.

“It’s a significant milestone,” said Greg Bockheim, the Virginia Zoo’s executive director, “and we couldn’t have done it without the support of the City of Norfolk; our donors, staff and volunteers; and of course the people of Hampton Roads.”

Total attendance for calendar year 2011 was 505,641, versus 410,141 for 2010, an increase of 23 percent.

The biggest event of 2011 was the launch of the new Asia – Trail of the Tiger exhibit in April. The 5.5 acre expansion added nearly 30 new animal residents to the Zoo, including Malayan tigers, Asian small-clawed otters, orangutans, Malayan tapirs and exotic birds, while increasing educational opportunities for Hampton Roads residents and tourists.

Bockheim said the Zoo’s goals for 2012 include fundraising for the construction of a new veterinary hospital and animal wellness campus, and bringing some new animals to the Zoo.

“With the launch of Asia – Trail of the Tiger in April, the Zoo has really grown into a world-class zoological institution, and people are taking notice,” concluded Bockheim. “If you haven’t been to the Zoo lately, you really haven’t been to the Zoo.”

ATTENDANCE MILESTONE



The opening of the new Asia – Trail of the Tiger exhibit April 2, 2011 brought nearly 30 new animals to the Virginia Zoo, including Kadar, a male Malayan Tiger. Attendance at the Zoo broke a record in 2011, exceeding a half-million visitors, an increase of 23 percent over 2010. (Virginia Zoo photo by Kelsey Bethune).

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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.