January 28, 2010

News Release

For Immediate Release

Cheetah Featured in Zoo’s Valentine ADOPT Package

This Valentine’s Day, tell your sweetie he or she makes your heart race with Dickerson Park Zoo’s Valentine’s Day cheetah ADOPT package.

The $50 ADOPT package includes a personalized ADOPTion certificate, 4”x6” color photograph, fact sheet, two one-day zoo passes, subscription to the zoo’s WildTimes magazine, recognition plaque on the ADOPT Parents board for one year and a plush cheetah.

From each ADOPTion package purchased, Friends of the Zoo will donate $10 to the Cheetah Conservation Fund <www.cheetah.org>. Dickerson Park Zoo has supported CCF’s International Education and Research Center, located in Namibia, Africa, the cheetah capital of the world. Their three-pronged process of research, conservation and education helps CCF understand the wild cheetah’s biology and ecology, essential to stabilizing the population and managing the sustainability for the future.

Orders for the Valentine’s Day cheetah ADOPT package will be taken through Feb. 10 online (www.dickersonparkzoo.org) or by calling Dickerson Park Zoo at 417-833-1570.

For more information, contact: Melinda Arnold, Public Relations Director, 417-833-1570 (office) or 417-848-0162 (cell); marnold@dickersonparkzoo.org.