



FOR IMMEDIATE RELEASE
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2013 Attendance is Second-highest in Zoo History

The Fort Wayne Children's Zoo experienced its second-highest yearly attendance ever in 2013 with a total of 545,900 guests.

This figure includes 525,744 people who visited during the regular zoo season of April 21-October 13, and 20,156 who visited during the Wild Zoo Halloween.

The zoo's attendance record is 614,666, set in 2009 when the African Journey exhibit opened. This figure includes regular season and Wild Zoo Halloween attendance.

The zoo opened to the public for the first time in 1965.

"We are thankful for the support of our members, out-of-town guests, and the entire community for another great year," said Zoo Director Jim Anderson. "Our staff works hard to provide an excellent experience for our visitors. I'm proud of the work we do to connect our guests with animals every day."

The zoo is operated by the non-profit Fort Wayne Zoological Society and receives no tax funding for operations. Ticket sales, membership sales, concessions, other earned revenue, donations, and sponsorships comprise the zoo's operating budget.

The zoo is the largest tourist attraction in northeast Indiana. About one in five zoo visitors comes from outside of Indiana. Forty percent of zoo guests are from Allen County. For more than 90% of out-of-town zoo guests surveyed, the zoo was their main reason for travelling to Fort Wayne.

The zoo is currently closed for the season and will reopen on April 26, 2014.

About the Fort Wayne Children's Zoo: The Fort Wayne Children's Zoo is northeast Indiana's largest tourist attraction, hosting more than 500,000 guests annually. The zoo

was voted Indiana's #1 "Gotta-Do Summer Attraction" and is consistently named one of the nation's **Top Ten Zoos for Kids** by national media outlets.

The zoo is a conservation leader, contributing more than \$80,000 annually to local, regional, and international efforts to protect wild animals and habitats, and participating in cooperative management programs for 15 endangered species.

As a self-supporting facility, the Fort Wayne Children's Zoo receives no tax dollars for operations. The zoo's operations are funded entirely by earned revenue and donations.

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