

FOR IMMEDIATE RELEASE

July 18, 2008

**ZOO'S HOTTEST EVENT
IS COOL FUN FOR THE WHOLE FAMILY**
Producer's Dairy Ice Cream Zoofari tickets on sale now!

FRESNO, Ca. – Producers Dairy Ice Cream Zoofari, a summertime tradition for eighteen years, will take place at Fresno Chaffee Zoo on Saturday, August 16 from 6 to 9 p.m. The popular fundraiser includes unlimited ice cream, sherbets, frozen yogurt, sundaes and smoothies with zoo-centric names such as Rocky Toad, Mint Monkeys 'n Cream, and Cockatoo Cookie Dough.

Guests will satisfy their sweet cravings while strolling through the Zoo and getting the latest scoop on their favorite animals. Kid-friendly entertainment will include performances by musician Oklin Bloodworth and magician Tony Blanco.

Advance tickets for this fundraiser are \$14 for adults and \$10 for children under 12 years of age. Fresno Chaffee Zoo members receive a \$2 per ticket discount. Children under 2 are free. This event sells out -- buy your tickets now on the Zoo's website www.fresnochaffeezoo.com, by calling 559-498-5921, or at the Zoo.

This benefit for Fresno Chaffee Zoo is made possible through the generous support of Producer's Dairy, KMPH Fox 26, The CW KFRE 59, Y101, Carl's Jr and Lyons Magnus.

To prepare for Ice Cream Zoofari all guests must leave the Zoo no later than 4:00 p.m. on Saturday, August 16, 2008.

Fresno Chaffee Zoo is open every day of the year from 9 a.m. to 4 p.m. General admission is \$7 for adults, \$3.50 for children 2-11 and seniors 62+. Children under 2 and Fresno Chaffee Zoo members are free. The mission of Fresno Chaffee Zoo is to provide a fun, unique and up-close experience that strengthens the bond between people and wildlife. The Zoo is accredited by the Association of Zoos and Aquariums (AZA).

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