

NEWS FROM...



TO: NEWS EDITORS
FOR: IMMEDIATE RELEASE
RE: **CALL OF THE WILD: PALM BEACH ZOO AMONG TOP ZOOS IN COUNTRY ACCORDING TO TRIPADVISOR® TRAVELERS**
DATE: MONDAY, AUGUST 11, 2008
CONTACT: CLAUDIA HARDEN – MARKETING MANAGER: (561) 533-0887 EXT 223



NEWTON, Mass., Aug. 7, 2008: PRNewswire - TripAdvisor®, the world's largest travel community, announced the top 10 aquariums and zoos in the U.S., according to traveler popularity and TripAdvisor® editors.

Top 10 U.S. Aquariums: **1.** Ripley's Aquarium of the Smokies, Gatlinburg, Tennessee; **2.** Tennessee Aquarium, Chattanooga, Tennessee; **3.** Monterey Bay Aquarium, Monterey, California; **4.** Ripley's Aquarium, Myrtle Beach, South Carolina; **5.** Oregon Coast Aquarium, Newport, Oregon; **6.** Dallas World Aquarium, Dallas, Texas; **7.** National Mississippi River Museum and Aquarium, Dubuque, Iowa; **8.** Shedd Aquarium, Chicago, Illinois; **9.** Downtown Aquarium, Denver, Colorado; **10.** Florida Aquarium, Tampa, Florida

Top 10 U.S. Zoos: **1.** Memphis Zoo, Memphis, Tennessee; **2.** Arizona-Sonora Desert Museum, Tucson, Arizona; **3.** St. Louis Zoo, St. Louis, Missouri; **4.** Henry Doorly Zoo, Omaha, Nebraska; **5.** San Diego Zoo, San Diego, California; **6.** San Diego Zoo's Wild Animal Park, Escondido, California; **7.** Miami Metrozoo, Miami, Florida; **8.** Indianapolis Zoo, Indianapolis, Indiana; **9.** Woodland Park Zoo, Seattle, Washington; **10. Palm Beach Zoo at Dreher Park, West Palm Beach, Florida**

"These aquariums and zoos offer wonderful learning experiences about animals and their habitats, and truly let travelers take a walk on the wild side," said Michele Perry, vice president of global communications for TripAdvisor®.



About the Palm Beach Zoo: The Palm Beach Zoo is a non-profit zoological organization located at Dreher Park in West Palm Beach, housing over 1,500 animals within 23 acres of lush tropical habitat. Its Mission is to provide an outdoor classroom of living creatures to foster awareness, appreciation and respect for the natural world.

The Palm Beach Zoo is located at 1301 Summit Boulevard, just east of I-95 between Southern and Forest Hill Boulevard. Regular zoo admission: Regular \$12.95, Seniors 60+ \$9.95, Children 3-12 \$8.95, under 3 years and zoo Members are free.

For more information on the Palm Beach Zoo's 1,500+ animals,

education and conservation programs, special events and annual memberships, please visit www.palmbeachzoo.org.

About TripAdvisor® Media Network: TripAdvisor® Media Network attracts nearly 32 million monthly visitors and makes up the largest travel community in the world, with 24 million monthly visitors, six million registered members, and 15 million reviews and opinions*.

TripAdvisor® Media Network provides travel suppliers with graphical advertising opportunities and a cost-per-click marketing platform. Collectively, the sites comprising the TripAdvisor® Media Network have won hundreds of awards and accolades from press and industry worldwide. TripAdvisor® and the sites comprising the TripAdvisor® Media Network are operating companies of Expedia, Inc.

*Source: comScore Media Metrix, May 2008

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