

FOR: IMMEDIATE RELEASE

FROM: THE PALM BEACH ZOO

RE: GAIL EATON NAMED CHIEF MARKETING OFFICER FOR THE PALM BEACH ZOO

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Dr. Terry L. Maple, president and CEO of the Palm Beach Zoo, has announced the appointment of Gail Eaton of West Palm Beach as chief marketing officer. Prior to coming to West Palm Beach, Eaton served as chief marketing officer for the Carnival Center for the Performing Arts in Miami, and as vice president of The Pittsburgh Cultural Trust. Her zoo experience includes ten years as senior vice president of Zoo Atlanta, where she served under Dr. Maple in his capacity as president and CEO of that organization. She has also served on the senior management teams of Fernbank Museum of Natural History in Atlanta, The Children's Museum of Boston and The New England Conservatory of Music, also in Boston. She holds a BA in English Literature from The College of Saint Rose.

The Palm Beach Zoo is a nonprofit zoological facility located at Dreher Park in West Palm Beach, housing over 1,000 animals within 23 acres of lush tropical habitat. Its mission is to provide an open-air classroom of living creatures which fosters awareness, appreciation and respect for the natural world.

Commenting on Eaton's appointment, Dr. Maple said, "When I worked with Gail Eaton in Atlanta, she earned her reputation as the best nonprofit marketing director in the city. She put Zoo Atlanta on the map and kept us there for a decade. I'm delighted to be working with her again as we position the Palm Beach Zoo for unprecedented success in the regional marketplace."

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