



FOR IMMEDIATE RELEASE
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SUBJECT: ZooAID Fundraiser scheduled for August 15

BY: Pakou Ly, Public Information Coordinator

**ZooAID Fundraiser scheduled for August 15 -
a benefit for the Lake Superior Zoo**

[Duluth, MN] - On June 20, the record flooding that ravaged Duluth and surrounding areas dealt a devastating blow to the Lake Superior Zoo. In addition to the tragic loss of some exhibit animals from the barnyard display, the zoo suffered considerable structural damage and cleanup expense. Within 24 hours of the disaster, the zoo began receiving calls of support and volunteerism from near and far, even as the zoo struggled to clean up and recover from the devastating losses.

The zoo will be hosting ZooAID at Clyde Iron in Duluth - a fundraising concert and event to be held on August 15, 2012. The concert event hopes to raise additional funds to assist the zoo in their recovery efforts as well as help educate the public about the role of the zoo, their future direction and their revitalization process.

Clyde Iron will host the event on Wednesday, August 15 with a special family event area in the northeast courtyard lot from 3-6 pm. Family Day will feature family-friendly activities and zoo animals in the courtyard hosted by the zoo and the Duluth Children's Museum (newly located adjacent to Clyde Iron). In addition, a special family dance hosted by Terrence Smith and friends will take place from 4-5 pm in the mezzanine area of Clyde Iron. There is no admission gate charge for the family orientated events taking place during the day (from 3-6 pm) at Clyde Iron.

The evening's concert and festivities will take place at Clyde Iron's Event Center at 7:00 pm with a lineup of performances featuring Duluth's own internationally acclaimed Celtic band, McInnis' Kitchen, songstress Mary Lou Williams, the Lake Superior Youth Chorus, the Duluth Scottish Heritage Society Pipes & Drums, and 'Minnesota's favorite Irish pub band', Ninety to the Dozen.

The zoo's CEO Sam Maida will open the concert with a special welcome introduction. Admission is just \$15 for adults, \$5 for kids and students, \$40 for families at the gate. Gates open to the public at 6:30 pm in Clyde Iron's Event Center. Clyde Iron is located at 2920 W.

Michigan St. in Duluth.

This event offers several opportunities to help support the zoo's recovery in addition to concert revenues. 100% of the proceeds of the concert will go directly to aid the zoo's recovery efforts. Advance online ticket sales are available for special VIP express check-in via lszoo.org.

Major event sponsors include Northstar Ford, DSGW Architects, Clyde Iron and the UPS Store #2931 all located in Duluth, as well as T-Squared Screenprinting in Moorhead, MN.

For more information visit lszoo.org or contact the zoo at 218/730-4500.

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