



Contact:

Ciara Norton

Marketing Manager

559-498-5936 (office)

CNorton@fresnochaffeezoo.org

For Immediate Release

December 29, 2015

ADMISSION PRICES TO INCREASE ON JANUARY 1, 2016

Fresno, CA – January 1, 2016 will mark a rare change for the Zoo; admission prices for adults will increase from \$7 to \$10 and admission for children (ages 2-11) and seniors will increase from \$3.50 to \$5.50. Fresno Chaffee Zoo has not raised admission prices since 2004.

“Our goal is to keep prices affordable,” said Scott Barton, Fresno Chaffee Zoo CEO. “Thanks to Measure Z, we can continue to keep our admission prices low and also continue to be a great value to our community.”

The price increase helps the Zoo offset operational costs that have gone up as minimum wage has increased as well as rising health care costs. Since the opening of African Adventure in October, the Zoo has also added 30 full time staff and added nearly 60 animals.

“With the recent expansion, the Zoo has nearly doubled in size; therefore, the cost to operate goes up,” Barton said. “The expansion delivers a world-class zoo with an incredible guest experience that Fresno County can be proud of.”

Compared to similar AZA (Association of Zoos & Aquariums) accredited facilities, Fresno Chaffee Zoo is currently one of the most affordable; this price increase will still allow the Zoo to be one of the most affordable zoos in the country.

Fresno Chaffee Zoo is open daily at 9 a.m. Closing times vary 4:00 p.m. to 6:00 p.m. by season (subject to change without prior notice). Thanksgiving (9 a.m. – 2 p.m.) and Christmas Day (closed). Visit www.fresnochaffeezoo.org for current hours. General admission during regular Zoo hours is \$10 for adults and \$5.50 for children 2-11 & seniors 62+. Children under 2 and Fresno Chaffee Zoo members are free. Fresno Chaffee Zoo inspires wonder of our natural world, provides an engaging learning environment, and creates a passion for conservation. The Zoo is accredited by the Association of Zoos and Aquariums (AZA).

###