

# NEWS

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## FRESNO CHAFFEE ZOO ANNOUNCES NEW WEDNESDAY WELCOME DAYS PROGRAM

**Fresno (August 28, 2024)** – Fresno Chaffee Zoo is excited to introduce a new initiative: the Wednesday Welcome Days Program. Starting Wednesday, September 4<sup>th</sup>, this program will offer discounted general admission to adults 18 years of age or older who present a valid ID along with a WIC or EBT card. Eligible visitors can purchase up to four general admission tickets for just \$5 dollars each, every Wednesday.

Wednesday Welcome Days will replace the Zoo’s previous admission assistance program, Museums for All, which has provided discounted admission to more than 17,000 guests since inception in June. The change to this program will ensure that the Zoo’s efforts to remove barriers to entry are financially sustainable.

“We are committed to our mission of making the zoo accessible to everyone in our community,” said Jon Forrest Dohlin, CEO and Zoo Director at Fresno Chaffee Zoo. “The Wednesday Welcome Days Program reflects the dedication we bring to our mission to inspire people to care for animals, make connections, build community and save wildlife.”

The Zoo is actively seeking sponsors to help underwrite the Wednesday Welcome Days program, with sponsorship opportunities starting at \$10,000. The support from sponsors will be instrumental in sustaining this initiative and furthering the Zoo’s commitment to community engagement and accessibility.

Fresno Chaffee Zoo looks forward to welcoming visitors to the new Wednesday Welcome Days program and is excited to continue providing enriching experiences to the community.

For more information about the Wednesday Welcome Days program, please visit the Zoo’s website at [www.fresnochaffeezoo.org](http://www.fresnochaffeezoo.org).

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Centrally located in Fresno, California, Fresno Chaffee Zoo is a 39-acre [Association of Zoos and Aquariums](#) (AZA) accredited zoo. It is home to over 200 different species and features WOW exhibits—from Sea Lion Cove to African Adventure—that teach guests about animals all across the globe and the conservation efforts to protect them. The Zoo welcomes over 800,000 guests annually, offering a world-class guest experience and conservation education to all who visit. The mission of Fresno Chaffee Zoo is to inspire people to care for animals, create connections, build community, and save wildlife.

"Fresno Chaffee Zoo inspires people to care for animals, create connections, build community, and save wildlife."