

News Release

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For Immediate Release

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Annual Father's Day Weekend "Call for Cologne" Drive Offers Dad FREE Naples Zoo Admission

What: We know Dad loves to smell good. But if pop's preference has changed from *Old Spice* to *Eternity*, Naples Zoo has the perfect idea for those half-empty bottles cluttering his cabinet.

Bring a bottle of cologne to Naples Zoo anytime during Father's Day Weekend (Friday, June 16 through Monday, June 19) and Dad gets in free! Why does the Zoo want aftershave? For the animals, of course. This annual call for cologne provides new scents for the animals to enjoy all year.

Tommy Bahama for Tigers? Passion for Panthers?

The aftershave isn't used to make the animals smell sweet – it's sprayed in their habitats to provide added stimulation. Dads and their families can watch the animals' reactions to these aftershaves as the scents are used throughout the weekend for animal enrichment.

As many animals perceive the world as much through smell as humans do through sight, a dash of cologne on a tiger-sized toy, a tree, or a path stimulates inquisitiveness in the animals to use their skills to investigate their surroundings.

Donated cologne will be used June 16-19 during special Meet the Keeper talks highlighting these enrichment activities.

12:30 p.m. African lions
2:00 p.m. Indochinese Tigers
3:30 p.m. Spotted hyena

If Dad doesn't have aftershave, some of Mom's perfume will work, too. Otherwise, you can print a coupon off the web at www.napleszoo.com in place of cologne. Zoo admission (\$15.95 adult/ \$9.95 children) includes all shows and the boat ride through islands of monkeys, lemurs, and apes.

When: Father's Day Weekend

Friday, June 16 through Monday, June 19, 2006

