



From Tim Tetzlaff, Naples Zoo Director of Conservation & Communications

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Naples Zoo's Annual "Call for Cologne" Offers Dad FREE Zoo Admission All Father's Day Weekend Friday, June 18 to Monday, June 21, 2010

This Father's Day, dads can trade some of those half-empty bottles of cheap aftershave from previous Father's Days for a day of wild fun with the family. Dad and family can take advantage of Naples Zoo's **Summer of Seuss** featuring the Dr. Seuss Sculpture Garden, colorful cutouts for whimsical photos, the Fun Facts Illustrated Tour featuring Seussian illustrations, the Summer of Seuss Scavenger Hunt, and more.

Dads can redeem that aftershave for free Zoo admission by bringing a new or partially used bottle to the Zoo all Father's Day Weekend (June 18-21) along with a paid child (or adult) ticket. 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.

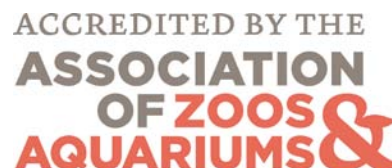
Cologne for Cats? What Next - Lingerie for Lemurs?

It's no joke. But the aftershave isn't to make the animals smell pretty. It's sprayed in their habitats. Dads and their families will be able to watch the animals' reactions to these aftershaves as the scents are used throughout the weekend for *animal enrichment*. Naples Zoo's Behavioral Enrichment Committee coordinates different activities for the animals to promote use of their natural abilities. As many animals perceive the world as much through smell as we do through sight, a spritz of cologne on a tiger-sized toy, a tree, or a path arouses curiosity in the animals to use their skills to investigate their surroundings.

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Donated cologne will be used throughout the day all weekend long during Meet the Keeper Series talks highlighting these enrichment activities. If dad doesn't have aftershave to donate, some of mom's perfume will work, too.

The Dr. Seuss Sculpture Garden at Naples Zoo provides an opportunity for the public to enjoy the life principles and nostalgic memories connected with Dr. Seuss's most beloved books and characters. The tour is organized by Chase Art Companies and curator, William W. Dreyer. At the Zoo, Summer of Seuss is a cooperative effort funded in part by Collier County Tourist Development Tax with Clear Channel Radio as a media sponsor.

Naples Zoo is a 501(c)(3) nonprofit organization. Daily presentations include Alligator Bay Feeding, Meet the Keeper Series, Snake Sunbathing along with two premiere presentations: Planet Predator and Serpents: Fangs & Fiction. Both of these feature shows take place in the Safari Canyon Theater where guests see live animals from feline predators to venomous snakes along with exciting video footage. On Sundays, the Tropical Plant Trek offers guests a guided tour in the historic botanical garden. And one of the zoo's most popular activities is the Primate Expedition Cruise where guests embark on a guided cruise through islands inhabited by monkeys, lemurs, and apes.

The all day pay-one-price ticket includes all the Summer of Seuss fun as well as admission to both the nationally accredited zoo and historic garden along with all shows, tours, exhibits, and the boat ride. (\$19.95 adults age 13+/ \$11.95 children 3 to 12, under 3 free. Children under the age of 16 must be accompanied by an adult at least 18 years of age). **Annual memberships and discount tickets are also available online at www.napleszoo.org.** Visitors enjoy healthy meals at *Wynn's at the Zoo* and shop for wild gifts at tame prices in The ZOO Gift Shop. Naples Zoo welcomes guests daily from 9:00 to 5:00 with the last ticket sold at 4:00 and is located at 1590 Goodlette-Frank Road across from the Coastland Center mall in the heart of Naples. To learn more, click www.napleszoo.org or call (239) 262-5409.

Print Quality Image of a tiger and cologne for immediate download at www.napleszoo.org/press

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