



## **MEDIA ADVISORY**

### **FOR IMMEDIATE RELEASE**

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## **“BOO AT THE ZOO” TICKET NOW GOOD FOR ALL ACTIVITIES** **TRI-COUNTIES’ MOST POPULAR HALLOWEEN EVENT** **IS OCTOBER 19, 20 & 21**

- **NEW:** Ticket Includes Entry (Any One Night) and All Activities Including Trick or Treating, Zoo Train Ride, Rock Climbing Wall, and More
- **NEW:** Aerial Silk Artists Every Night, Huge Bounce-House Play Area, Adult Maze and More
- 6,000+ Central Coast Kids and Families Expected for 3 Nights
- More than 70 Costumed Story Book and Halloween Characters, 20+ Treat Stations Hosted by Local Community Organizations
- Advance Tickets Recommended: [www.sbzoo.org/boo-zoo](http://www.sbzoo.org/boo-zoo)

*Santa Barbara, CA; September 18, 2018* – The tri-counties’ most popular Halloween event now has one ticket which is good for admission on any one of the three nights and also for all activities, including Zoo Train rides, during the event. More than 6,000 costumed kids and their families are expected at the Santa Barbara Zoo’s annual Boo at the Zoo, which offers traffic-free and safe trick or treating, costumed characters, entertainment, animal encounters, and special Halloween activities. (Details below.)



Boo at the Zoo is held Friday October 19, from 5:30 p.m. to 8:30 p.m.; Saturday, October 20, from 4:30 p.m. to 8:30 p.m.; and Sunday, October 21, from 4:30 p.m. to 7:30 p.m.

Tickets are \$20 for adults (\$17 for SB Zoo Members), \$14 children aged 2 to 12 (\$12 for SB Zoo Members). Tickets are on sale both online at [www.sbzoo.org/boo-zoo](http://www.sbzoo.org/boo-zoo) and at the Zoo’s front gate. Tickets do not include food, drinks, and Zoo Gift Store purchases.

*Children must be accompanied by an adult. For the safety of visitors, no guest over the age of 12 with masks or painted faces will be permitted into the Zoo, and no realistic weapons are allowed except for Zoo performers. For the three days of Boo at the Zoo, general admission ticket sales at the Zoo end at 2:30 p.m.; Member admissions end at 3 p.m.; and the Zoo closes at 3:30 p.m.*

The Zoo is specially decorated for costumed kids aged 2 to 12 and their families for Boo at the Zoo, which this year has the theme of Candypalooza. Inspired by a popular children’s board game, the colorful



candy focus is reflected in décor and costuming. More than 20 treat tables are hosted by community organizations and businesses, who hand out candy that is either palm oil-free or contains sustainably produced palm oil. Deforestation due to palm oil farming now threatens natural habitats of Asian elephants, orangutans, and other endangered species, and is expanding. (See below.)

NEW: Aerial performers CirqAire will perform on silks all three nights. Also appearing are a costumed stilt walker and members of the Southern California 501<sup>st</sup> Legion dressed as characters from the popular movies set in “a universe far, far away.” More than 70 volunteer characters are professionally costumed and made-up.



The Zoo’s hilltop now has more treat tables, a larger dance floor (for a dance party with live DJ Hecktik), an expanded bounce house section, and a maze for adults and older children, plus games, live creepy-crawly animal encounters, ride-on animal scooters, a rock climbing wall, spooky storytelling with Mother Goose, Boo Choo-Choo train rides, and much more.

Older kids can brave the Scare Zone (recommended for ages 10+) in the Zoo’s Eeeww! exhibit. Youngers kids enjoy visits from the Zoo’s beloved dinosaur puppets, including Duncan the T. rex. There’s a haunted cemetery, country carnival, princess meet-and-greets, mad scientist experiments, and more. All these activities are included in the new all-inclusive admission tickets.

### Sustainable Candy Choices Helps Save Elephants

Candy distributed at Boo at the Zoo is either palm oil-free or contains sustainably produced palm oil.



Guides for buying sustainable palm oil candy are available at the event and online at [www.sbzoo.org/boo-zoo](http://www.sbzoo.org/boo-zoo).

Wild Asian elephants, gibbons, and rhinoceros hornbills – species all found at the Santa Barbara Zoo – can be helped by purchasing treats either without palm oil or with palm oil produced by sustainable practices.

The majority of palm oil is produced in Borneo and Sumatra, where it has had a major impact on orangutan habitat. Animal habitats are destroyed to make way for palm oil plantations, and the palm oil trade is expanding into Africa and South America.

Nearly all of Tootsie Roll Industries’ products are made without palm oil, including popular candies like Tootsie Pops and Tootsie Rolls, Sugar Babies and Sugar Daddies, and Dubble Bubble gum. Nestle, Mars, Hershey, Kellogg and Pepsi Co. have made a commitment to use palm oil that is grown sustainably, and to help support the local people in areas where palm oil is farmed.

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*Known as "one of the world's most beautiful zoos," the Santa Barbara Zoo is located on 30 acres of botanic gardens and is home to nearly 500 individual animals. It is accredited by the [Association of Zoos & Aquariums](http://www.aaz.org) (AZA), representing the highest level of animal care. Visit [www.sbzoo.org](http://www.sbzoo.org).*



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