FOLLOW THE STEPS BELOW TO ACTIVATE YOUR SANTA BARBARA ZOO MEMBERSHIP ONLINE ACCOUNT.

1. Visit https://reservations.sbzoo.org
   - Click "LOGIN"

2. Enter your Login ID (email address associated with your membership)
   - Click "FORGOT PASSWORD"
   - You may be asked for additional information to validate your membership.

3. Your temporary password will be emailed to you from zooinfo@sbzoo.org.
   Make sure to check your spam folder, just in case.
   - Copy or write down the password.
- Click "UPDATE YOUR PROFILE" to set a password that is easy to remember.

For further assistance, please contact the Santa Barbara Zoo Membership Department or call (805) 679-8479.

THANK YOU!