

For Immediate Release
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Direct Auto Insurance Offers \$5 Admission at the Zoo

Nashville Zoo and Direct Auto Insurance are teaming up to offer guests a \$5 admission day at the Zoo on Sept. 13. To receive this discount, guests simply pick up a voucher at the Direct tent next to the Zoo's entrance gate on Sept. 13. Direct Auto Insurance stores will also have the discount vouchers for guests to pick up in advance.

Direct Auto Insurance booths will be set up throughout the Zoo, providing guests with information on how Direct can help them spend as much as \$500 less on auto insurance. Radio stations 92Q and 101 The Beat Jamz will be at the Zoo as well. Guests can also pick up lots of giveaway items, including backpacks, water bottles and Zoo tickets.

Direct Day at the Zoo is the result of a partnership between Nashville Zoo and Direct Auto Insurance. Direct Auto Insurance is part of Direct General Corporation, a privately-owned insurance holding company headquartered in Nashville, Tenn. that provides personal lines insurance and insurance-related products directly to the customer through a network of over 400 neighborhood offices throughout 13 states. To learn more about Direct, visit www.directgeneral.com or call 1-877-GO-DIRECT.

Nashville Zoo is accredited by the prestigious Association of Zoos and Aquariums, assuring the highest standards of animal care and husbandry. The Zoo is a non-profit organization located at 3777 Nolensville Road and is open every day except Thanksgiving, Christmas and New Year's Day. The mission of Nashville Zoo is to inspire a culture of understanding and discovery of our natural world through conservation, innovation and leadership. For more information about Nashville Zoo, call 615-833-1534 or visit our website at www.nashvillezoo.org.

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