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“Team Zoo” Awareness Campaign Drives Record July Attendance

Nashville Zoo’s attendance last month reached 71,797 due to some nice weather and a television advertising campaign featuring Zoo animals in a sports-themed “starting lineup.” Kiba the elephant, Gumu the meerkat, and Larry the lorikeet helped send a record number of guests to the Zoo in July. The previous July record of 69,397 guests was set in 2004. Guest attendance for the year is also more than 23,000 above projected totals and on track with beating last year’s attendance of 529,828.

“July was a beautiful month,” states Zoo President Rick Schwartz. “Despite some pretty hot days, our guests are still choosing to spend their valuable time with us. I also think that our recent awareness campaign has certainly helped with that.”

The 30-second and 10-second ads are parodies of a televised sporting event. In the ads, several Zoo animals are featured as the starting lineup for “Team Nashville Zoo.” The commercials were created by local ad agency Frank Best International and voiced by Nashville Predators announcers Terry Crisp and Pete Webber. The ads are currently off air but will return the week of August 26 and run through the end of September on WKRN, WSMV, WTVF, WZTV, and several cable channels including Animal Planet, Nickelodeon, and the Learning Channel. To keep guests motivated to come out in the August heat, the Zoo has partnered with WTVF TV offering half-priced admission coupons when temperatures reach or exceed 95 degrees Fahrenheit. People can visit News Channel 5’s website under the 7-day forecast to retrieve the coupon.

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 the 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, please call 833-1534 or visit our website at www.nashvillezoo.org.

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