



# PRESS RELEASE

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## PRINCESS DAY AT THE ZOO

### **Pirates, Knights and Princes Also Invited to Benefit for Frog Conservation on May 16**

- “Wear a Crown, Save a Frog” in First-Ever “Princess Day”
- Costumes Encouraged; BYOT (Bring Your Own Tiara)
- Event to Highlight Crisis in World’s Amphibians

*Santa Barbara, CA, May 5, 2009* – Princesses unite for frog conservation at the Santa Barbara Zoo’s first Princess Day: A Benefit for Frog Conservation held Saturday, May 16 from 10 a.m. to 3 p.m.

Snow White, Sleeping Beauty, and Cinderella appear in person. There are special shows... with princesses. Photo opportunities... with princesses. Games with princesses and... lots of princesses.

It’s B.Y.O.T., (Bring Your Own Tiara), costumes are encouraged. Frog kissing is optional.

Pirates, knights and princes are also welcome.

All events free with Zoo admission: \$11 for adults, \$9 for children 2-12 and seniors 60+, and children under 2 free. Parking is \$4.

### What Do Tiaras Have to Do with Frogs?

“Wear a crown. Save a frog,” says Santa Barbara Zoo CEO Rich Block. “Seriously, what better way to bring attention to the plight of the world’s amphibians than through a fun, kid-centered event? Conservation isn’t only for adults. Kids, even ones in shiny, pink princess dresses, can make a difference.”

Habitat destruction, climate change, pollution, combined with a rapidly spreading fungal disease, threaten up to one-third of the world's amphibians with extinction.

While the major culprit has historically been habitat loss and degradation, many of the declines and extinctions previously referred to as “enigmatic” are now being attributed to the rapidly dispersing infectious fungal disease *chytridiomycosis*, which is causing population and species extinctions at an alarming rate.

Zoos and aquariums accredited by the Association of Zoos and Aquariums (AZA) are committed to ensuring the survival of all amphibian species and are already an active force in amphibian conservation. From 2000 to 2007, AZA-accredited zoos and aquariums have spent more than \$1.3 million on amphibian conservation and research projects in more than 20 countries around the world.

Now, after 2008's Year of the Frog, the *Spring Forward for Amphibians Initiative* helps take efforts to the next level, not only by increasing current conservation efforts, but also by continuing to engage the public to learn about and support the critical work being done to prevent amphibian extinction.

For more information, visit <http://www.aza.org/YearoftheFrog/index.html>.

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*The Santa Barbara Zoo is accredited by the American Zoo and Aquarium Association (AZA).*

*It is open daily from 10 a.m. – 5 p.m.; general admission is \$11 for adults, \$9 for children 2-12 and seniors 60+, and children under 2 free. Parking is \$4.*

*AZA accredited zoos and aquariums are helping to preserve thousands of animals regionally and around the world through unequalled wildlife conservation programs.*

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