



MEDIA ADVISORY

FOR IMMEDIATE RELEASE

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“AVAST, ME MATEYS!” **BEAUTIES AND BUCCANEERS, PRINCESSES AND PIRATES WELCOMED AT “BOO AT THE ZOO” ON OCTOBER 24, 25, AND 26**

- 6,000+ Expected at Santa Barbara Zoo’s Annual Trick-or-Treat Event
- Advance Tickets Recommended: [Online Sales](#) Available

Santa Barbara, October 4, 2014 – More than six thousand costumed children and their families are expected to storm the Santa Barbara Zoo for a pirate-themed “Boo at the Zoo” over three nights, Friday October 24, from 5:30 p.m. to 8:30 p.m.; Saturday, October 25, from 4:30 p.m. to 8:30 p.m.; and Sunday, October 26, from 4:30 p.m. to 7:30 p.m.



This is tri-county’s most popular Halloween event. Costumed kids aged 2 to 12 and their families trick-or-treat afterhours in the Zoo, enjoy elaborate yet “not-too-spooky” decorations, and interact with more than 70 costumed characters in professional makeup.

More than 20 treat stations are hosted by local community groups who, in keeping with the Zoo’s conservation mission, distribute candy that is either palm oil-free, or contains sustainably produced palm oil. Guides for buying sustainable palm oil candy are available at the event (see below).



Older kids can brave the Scare Zone and younger ones enjoy spooky storytelling with Mother Goose, along with mazes and games. The Boo Choo Choo train offers an adventure, the Zoo’s popular dinosaur Duncan the T. Rex makes appearances, and live creepy-crawly animal encounters are held nightly. A Princess Pavilion offers photo opps for the young beauties, plus there’s an eerie graveyard, fantasy lagoon with pirates and mermaids, pumpkin patch maze, and more.

Boo at the Zoo tickets are \$15 adults, \$10 children aged 2 to 12. SB Zoo Members receive \$1 off. Children must be accompanied by an adult. Tickets are on sale now, both [online](#) and at the Zoo’s front gate. *For the safety of visitors, no guests over the age of 12 with masks or painted faces are permitted into the Zoo.*

Boo-Choo-Choo tickets are \$4.50 adults, \$4 children aged 2 to 12. They are sold separately, on the night of the event only, first-come, first-served, at the train station from 5:30 p.m. until sold out.

For on-line ticketing and information, visit www.sbzoo.org.

For the three days of Boo at the Zoo, ticket sales at the Zoo end at 2:30 p.m.; Member admissions end at 3:00 p.m.; and the Zoo closes at 3:30 p.m.



SUSTAINABLE CANDY CHOICES CAN HELP SAVE ELEPHANTS

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 produced by sustainable practices.

All of the candy at Boo at the Zoo is either palm oil-free or made using sustainable palm oil. In



addition, the Zoo distributes sustainable palm oil candy-buying guides at the event.

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 expand this range, 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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Special thanks to Boo at the Zoo sponsor ParentClick.com.

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.

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