



# NEWS RELEASE

FOR IMMEDIATE RELEASE

Press Contacts:

Jennifer Zacharias, JZPR (805) 886-9078 or [jennifer@jzpr.com](mailto:jennifer@jzpr.com)

## **Santa Barbara Zoo Celebrates Return of Snow Leopard Festival with 80 Tons of Snow & Sledding!**

*A rare blizzard hits the Zoo on Sunday, February 27 for a day of sledding and snow play at this frosty fun family festival*

(February 9, 2022) Santa Barbara, CA – [The Santa Barbara Zoo](#) invites the community to a day of frosty fun in the snow at its annual [Snow Leopard Festival](#), held on Sunday, February 27 from 10 a.m. to 3 p.m. (9 a.m. early admission for SB Zoo members only).

80 tons of snow will be shaped into sledding runs for kids (sleds provided), deposited in a snow play area for kids and families to enjoy throughout the day. Snow will also be provided as enrichment to many of the Zoo's animal residents, including Kisa, the Zoo's snow leopard.

Regular admission or Zoo membership is required for entry, and there is an additional fee of \$10 for sledding and snow play. Sledding is for children aged 4 to 12 only. No adult sledding. Sleds are provided—no personal sleds. Snow play area is open to children 12 and under.

The Zoo is “snow” grateful for this year's sponsors: Himalayan Hut Sponsor Bella Vista Designs, Inc., and Snow Sponsors California State University, Northridge, Delta Welding and Fabrication, Giffin & Crane General Contractors, LLC, Hutton Parker Foundation, The Krainer Family, Montecito Bank & Trust, and The Muller Family.

For more information about the Snow Leopard Festival please call (805) 962-5339 or visit [www.sbzoo.org](http://www.sbzoo.org).

### **About Snow Leopards**

Snow leopards have a variety of adaptations that enable them to live in the extreme conditions of the high mountains in Central and South Asia, including large paws that act as snowshoes, thick fur that insulates the body in a variety of temperatures, and enlarged nasal cavities to facilitate breathing in cold climates. Despite their name, snow leopards are also adapted to thrive during the extreme heat of the summer months, including the grey-white color of their fur, which blends into the environment even when the snow is gone.

### **About the Santa Barbara Zoo**

The Santa Barbara Zoo is open daily from 9 am for members and 9:30 am for general admission until 5 pm; general admission is \$19.95 for adults, \$14.95 for children 2-12, and free for children under 2. Parking is \$11. The Santa Barbara Zoo is accredited by the Association of Zoos and Aquariums (AZA). AZA zoos are dedicated to providing excellent care for animals, a great visitor experience, and a better future for all living things. With its more than 200 accredited members, AZA is a leader in global wildlife conservation and is the public's link to helping animals in their native habitats. Visit [www.sbzoo.org](http://www.sbzoo.org).

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