



NEWS RELEASE

FOR IMMEDIATE RELEASE

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Cheers to the Return of Roar and Pour at the Santa Barbara Zoo

The Zoo is seeking wineries, breweries, and beverage partners to participate!

(March 15, 2022) Santa Barbara, CA – [The Santa Barbara Zoo](#) toasts the return of [Roar and Pour](#), a wild wine and beer tasting event where the animals stay out late and guests can explore the Zoo after hours, on Saturday May 7 from 5:00 - 8:00 PM, with a VIP hour from 4:00 - 5:00 PM. Tickets are on sale now, and can be [purchased online here](#).

Don't miss this roaring good time! Not only will guests enjoy a taste of the region's leading wineries and breweries, but they can feed the giraffes, ride the Zoo Train, and listen to zookeeper talks. Guests will also take home a souvenir Roar and Pour 2022 wine glass. All proceeds benefit the animals at the Santa Barbara Zoo.

Wineries Wanted! The success of Roar and Pour is due, in great part, to the generous donations from winery partners. Wineries, breweries and beverage purveyors interested in participating can get more information [here](#)! Register for Roar and Pour early, as space is limited.

General admission tickets are \$85/person and include unlimited wine tastings and one souvenir glass, train rides, giraffe feedings, and exclusive access to Zoo grounds after hours. VIP tickets are \$120/person and include all general admission perks, plus early entry/VIP hour (4–5 PM), appetizers, and animal encounters. All proceeds benefit the animals at the Santa Barbara Zoo.

For more information about Roar and Pour and to see participating winery and brewery partners to-date, [please click here](#) or call (805) 962-5339.

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.

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