



NEWS RELEASE

FOR IMMEDIATE RELEASE

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Roar and Pour Returns to the Santa Barbara Zoo

The Zoo is seeking wineries to participate!

(April 14, 2023) Santa Barbara, CA – [The Santa Barbara Zoo](#) celebrates the return of [Roar and Pour](#) on Saturday, May 6, from 5:00 to 8:00 PM, with a VIP hour from 4:00 to 5:00 PM. This “wild” wine tasting event is a community favorite where the animals stay out late and guests are free to stroll and sip. Tickets are on sale now, and can be purchased [online here](#).

Don't miss this roaring good time! Not only will guests enjoy unlimited tastings from the region's leading wineries, but they will also have the opportunity to feed the giraffes, ride the Zoo train, and have exclusive access to Zoo grounds after hours. Guests will also take home a souvenir Roar and Pour 2023 wine glass. Roar and Pour VIP ticket holders will enjoy early entry, as well as animal encounters and appetizers. Food and non-alcoholic beverages are also available for purchase.

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

General admission tickets are \$95 and VIP tickets are \$130. All proceeds benefit the animals at the Santa Barbara Zoo. For ages 21+ only. 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 a.m. for members and 9:30 a.m. for general admission until 5 p.m.; general admission is \$25 for adults, \$15 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 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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