



OFFICE OF THE MAYOR
911 North 7th Avenue
P. O. Box 4169
Pocatello, Idaho 83205-4169

(208) 234-6163
Fax: (208) 234-6297
www.pocatello.us

BRIAN C. BLAD
Mayor

Pocatello City Council:

ROGER BRAY
STEVE BROWN
CRAIG COOPER
RON FRASURE
GARY MOORE
EVA JOHNSON NYE

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FOR IMMEDIATE RELEASE

CONTACT: Scott Ransom, Zoo Director, at 234-6264 or sransom@pocatello.us

ANNUAL ICE CREAM ZOOFARI THIS WEEKEND

Come to the Zoo Saturday, August 14, 2010

Dreyer's, Key Bank, Pocatello Zoological Society, JR Simplot, and Speech Therapy Services are presenting Pocatello Zoo's 14th Annual Ice Cream Zoofari on Saturday, August 14, 2010 from 5:00 p.m. to 8:30 p.m., at the Pocatello Zoo. It is "Huge"!

Cost – adults (12 and over) \$6.00, children (3-11) \$4.00, and 2 and under free – includes "All You Can Eat" Dreyer's ice cream, with Kelly Martinez as musical DJ and ventriloquist Cecelia Rupp. There will be face painting, a bike and art raffle, air bouncers, and a puppet show. Hot dogs and sodas will be available for purchase.

Over 2,000 people attend this yearly event, which is great for young families, as well as grandparents or couples looking for a fun evening of entertainment. Tell your family and friends about Ice Cream Zoofari and come out to taste test every ice cream flavor imaginable at the "coolest" place to be on August 14. Dreyer's Grand Ice Cream has donated over 4,000 gallons of ice cream over the years, and will have 18 flavors of cones and sundaes to select from. Call the Zoo at 234-6196 for information. Proceeds will help complete the new Grizzly Bear Exhibit for Stripes.

Sponsored by: Dreyer's Ice Cream, JR Simplot, Key Bank, Pocatello Zoological Society, and Speech Therapy Services.

Contributors include: Ace Hardware & Outdoor Sports, City of Pocatello Police & Fire Departments, Fred Meyer, Gate City Rotary, Heinz Frozen Foods, Kelly Martinez, LDS Pocatello East Stake - Century Ward & 12th Ward, Pepsi, Pocatello Albertsons, Pocatello Kiwanis, Red Lion Hotel, Cecelia Rupp, Shopko, and Wal-Mart.

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