



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
W. JAMES JOHNSTON
GARY MOORE
EVA JOHNSON NYE

August 12, 2011

FOR IMMEDIATE RELEASE

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

POCATELLO ZOO'S ICE CREAM ZOOFARI
Public Invited Tomorrow, August 13, 2011

Dreyer's Ice Cream and J.R. Simplot Company are presenting Pocatello Zoo's 15th Annual Ice Cream Zoofari tomorrow August 13, 2011, from 5:00 p.m. to 8:30 p.m. at the Pocatello Zoo. It is "Huge!"

The cost to attend is \$6 for adults (12 and over), \$4 for children (3-11), and free for children 2 and under. The event is all you can eat Dreyer's Ice Cream and the great band "BENEVOLENT LINDEN AND SAGGITARIAN." Children will also be entertained with face painting, a raffle, air bouncers, and all the Zoo animals to see. Hot dogs and sodas are available for purchase.

Proceeds will help complete the new Grizzly Bear Exhibit for Stripes. The exhibit is about 85% complete, including the bear holding building, viewing structure, and main exhibit.

This is a wonderful event for families with young children, as well as for individuals and couples of any age. Come out to taste test every ice cream flavor imaginable at the "coolest" place to be this Saturday. Over 2,000 people attend each year.

Ice Cream Zoofari is sponsored by Dreyer's Ice Cream, J.R. Simplot Company, and Pocatello Zoological Society. Donors are Speech Therapy Services, REMAX – Maguire Team, and Heinz Frozen Foods. Contributors include Ace Hardware & Outdoor Sports, City of Pocatello Police & Fire Departments, Gate City Rotary, LDS Pocatello East Stake – Century Ward & 12th Ward, Pepsi, Pocatello Albertsons, Pocatello Kiwanis, and Red Lion Hotel.

For more information, call the Pocatello Zoo at 234-6196.

###

AN EQUAL OPPORTUNITY EMPLOYER
VETERAN'S PREFERENCE