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**NEWS
RELEASE**

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El Paso Zoo and Botanical Gardens Launches NEW Enhanced Membership Program

Access Exclusive Deals While Supporting Zoo Animals

EL PASO, Texas— The El Paso Zoo and Botanical Gardens is excited to announce the start of the new membership program that includes enhanced benefits.

The exclusive annual Zoo Membership provides a passport to the captivating animal kingdom, offering members greater access and value. Membership provides an opportunity to enter the Zoo year-round, receive discounts, and more importantly support the Zoo with animal care and conservation efforts.

“The Zoo is very excited to unveil our enhanced membership benefits package, designed to provide you with even greater value and exclusive access to your Zoo,” said El Paso Zoo and Botanical Gardens Director Joe Montisano. “You will receive access to Zoo News, increased member-only events, additional member discounts, member incentives, and a host of other new benefits that will enhance your Zoo membership even further. We appreciate your support and are looking forward to building an even stronger membership family.”

Zoo membership includes the following:

- Unlimited free entry for a year
- Fast-track member-only entrance
- Discounts on food, beverages, retail purchases, and specials on zoo education programs (including popular Summer Zoo Camps!)
- Admission discounts to more than 150 zoos and aquariums nationwide
- Members' only zoo news/events with updates on new exhibits and zoo happenings.

Zoo membership sales and renewals are NOW available. Memberships can be obtained at the entrance of the zoo, by sending an email to the Membership Team (NevarezRI@elpasotexas.gov) or visiting www.ElPasoZoo.org.

For more information on memberships, events, and programs visit the El Paso Zoo and Botanical Gardens at www.ElPasoZoo.org.

About the El Paso Zoo and Botanical Gardens

The El Paso Zoo and Botanical Gardens stretch across 35-acres and house animals representing over 220 species, including critically endangered species. Accredited by the Association of Zoos & Aquariums (AZA), the El Paso Zoo celebrates the value of animals and natural resources.

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Promoting **Transparent & Consistent Communication**
Among All Members of the Community