



Media Release

Lesley Kirrenej Director of External Affairs

3930 West Land Park Drive, Sacramento, CA 95822-1123 | 916.808.5150 ph | 916.545.0586 cell

Zoo Board of Trustees Approves Price Increase to Help Maintain Well-Loved Community Amenity and Provide Top-Notch Animal Care

(Sacramento, CA) -- Due to increases in operational costs and the cost of providing its more than 500 animals with the very best care, the Sacramento Zoo will be increasing admission and membership prices effective January 2, 2017.

Admission	2016	2017
General Admission	\$11.75	\$14.95
Senior Admission	\$11.00	\$13.95
Child – Age 2-11	\$7.75	\$9.95
Child – Age 0-1	Free	Free
Membership	2016	2017
Individual	\$40.00	\$40.00
Duo	\$60.00	\$75.00
Family Pack (2 adults/4 children)	\$95.00	\$135.00
Plus Pack (4 adults/4 children + 20 ride and 2 Ice Cream Safari tickets)	\$155.00	\$245.00

“As a private, non-profit organization, the Sacramento Zoological Society depends on revenue from admissions and memberships to provide expert, compassionate daily care and world-class veterinary care for the animals, pay staff reasonable wages and benefits and maintain and improve the Zoo’s 90-year-old campus,” said Jeff Raimundo, President, Sacramento Zoo Board of Trustees.

The membership and admission price increases will enable the Zoo to continue providing excellent care – including continued improvements to animal habitats and animal welfare – for the more than 500 animals who call the Sacramento Zoo home.

Additionally, to meet the demands of increases in California’s minimum wage regulations and to pay staff wages comparable to industry standards and local cost of living, increases will allow for some much-needed salary corrections.

“Despite the increasing cost of operation, the Zoo has not instituted an annual price increase in recent years,” said Kyle Burks, Director and CEO. “We have and will continue to strive to keep our membership and admission prices low and they remain a great value whether you visit once or become a Zoo member. However, when our costs go up each year, and we keep our prices the same, we can’t have a stable and successful zoo,” Burks continued. “We are preparing to make improvements necessary to provide our animals and our community with the world-class institution that Sacramento deserves.”

In addition to providing exceptional daily care for more than 500 animals and employing a staff of more than 100, the Sacramento Zoo is also making regular necessary capital improvements to its nearly 90-year-old facility.

In 2016, improvements included: expanded off-exhibit living space for Lions; improvements to the Red Panda exhibit making it accessible to a young, active pair; new fencing around Zoo’s lake to facilitate better care for birds; expanded off-exhibit living space for Sifaka lemurs; improvements to visitor restrooms (a separate mothers’ nursing room will be complete soon); and emergency funds were mobilized to stabilize the Zoo’s Discovery Room building used to educate school children.

Zoo members receive free admission all year, as well as discounted admission to Zoo events and more than 150 AZA accredited zoos and aquariums throughout the United States and Canada.

Along with reasonably-priced memberships, the Zoo maintains its commitment to visitor accessibility, offering a variety of options for free and reduced-cost admission and programs throughout the year.

###

Sacramento Zoo – Wildly Inspiring!

Open since 1927, the Sacramento Zoo is home to more than 500 native, rare and endangered animals and is one of more than 200 accredited institutions of the Association of Zoos and Aquariums. Located near the corner of Land Park Drive and Sutterville Road in William Land Park, the Zoo is wholly managed by the non-profit Sacramento Zoological Society. This Sacramento treasure welcomes more than 500,000 visitors annually and inspires conservation awareness through education and recreation. Daily admission is 10 am to 4 pm, Zoo grounds are open until 5 pm. Parking is free throughout the park or ride Regional Transit bus #6. For information, call 916.808.5888 or visit saczoo.org.

###