



**FOR IMMEDIATE RELEASE**

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## **Fort Wayne Zoo Announces Special “Price Freeze” Discount as Summer Approaches**

Fort Wayne IN – As temperatures begin to rise and summer approaches, the Fort Wayne Zoo is giving the community a reason to celebrate – with a cool twist.

Starting May 19 and running through June 19\*, the Zoo will implement a special “Price Freeze” promotion, offering reduced General Admission pricing for a full month\*. Guests can enjoy:

- \$19 General Admission (Ages 13+)
- \$17 Child Admission (Ages 2-12)
- Babies 1 and Under are Free
- Members will continue to receive FREE daily admission

The “Price Freeze” initiative is designed as a way to thank the community and make it easier for individuals and families to enjoy the Zoo before as we enter the summer season.

“We’re incredibly grateful to be part of such a supportive community. We all know the Zoo is something special, and this is one way we can say thank you,” says Rick Schuiteman, Fort Wayne Zoo’s Executive Director and CEO. “As the days get longer and warmer, we hope this “price freeze” encourages everyone to visit, explore, and enjoy all the Zoo has to offer.”

With animals active, seasonal experiences in full swing, and ideal visiting weather on the horizon, the promotion offers the perfect opportunity to enjoy one of our region’s favorite destinations.

Guests are encouraged to plan their visit at [fwzoo.com](http://fwzoo.com) and take advantage of the limited-time savings. The Zoo also wants to remind guests that if they enjoy their visit, they can turn their admission receipt into a credit toward an annual membership. Membership has a number of perks including unlimited daily admission, special discounts all year long, as well as free admission to the Zoo’s Rock & Roar concert series (a 21+ event).

*\*On June 11, the Zoo will only be open to Zoofari ticket holders.*

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**About the Fort Wayne Zoo:** The Fort Wayne Zoo is northeast Indiana’s largest tourist attraction, hosting more than 650,000 guests annually. The Zoo is home to Red Panda Ridge named #6 in USA Today 10Best Zoo Exhibits for 2024. In 2021, the Zoo was voted Visit Indiana’s “Summer Bucket List Top Attraction” and is consistently named one of the nation’s Top Ten Zoos for Kids by national media outlets.

The Zoo is a conservation leader, investing annually in local, regional, and international efforts to protect wildlife and their habitats. The Zoo cares for more than 1,500 animals and participates in 41 cooperative species survival plan programs and 42 taxon advisory groups, which are critical to supporting threatened species. As a self-supporting facility, the Fort Wayne Zoo receives no tax dollars for daily operations, unlike most accredited zoos where those dollars fund approximately 40% of their annual operating budgets. The Zoo’s mission is made possible thanks to support derived from admissions, memberships, donations, group picnics, special ticketed events, and other visitation-related activities.