



PRESS RELEASE FOR IMMEDIATE RELEASE

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NEW “ZOO BREW” OFFERS TASTINGS FROM A “HERD” OF BREWERIES ON JUNE 5, 2010

- Beer Festival Where Public Can Enjoy Lions and Lager, Anteaters and Ale, Porter and Penguins, and Stout and Snow Leopards!
- Over a Dozen Local and Regional Breweries, Special Brew Food & Merchandise
- “Channel Island Fox Tail Pale Ale” Created by Santa Barbara Brewhouse Especially for the Event
- Live Radio Broadcast by KRUZ’s Matt Stone
- Tickets \$40 in Advance/\$50 at the Door (If Still Available), Ages 21 or Older

(Santa Barbara, CA, May 11, 2010) In a move sure to give the term “wild life” new meaning, the Santa Barbara Zoo announces its first ever Zoo Brew, a Beer Festival featuring tastings from over a dozen local and regional breweries, including Channel Island Fox Tail Pale Ale created especially for the event by Pete Johnson of Santa Barbara Brewhouse. A special menu of Brew Food is available as is Zoo Brew merchandise. KRUZ DJ Matt Stone broadcasts live from the event. Special animal encounters are also planned. The Santa Barbara Zoo’s first Zoo Brew is Saturday, June 5 from 2 p.m. to 6 p.m.

Tickets are \$40 per person for the new event, held on the Zoo’s scenic hilltop, and are sold at the Zoo and at www.sbzoo.org. Participants must be aged 21 or older. Only 1,000 tickets will be sold. Tickets may be available at the door at \$50, if the event does not sell out in advance.

“We invite the local community to raise a glass to celebrate conservation,” said Rich Block, CEO of the Santa Barbara Zoo. “We’re thrilled that virtually all of Santa Barbara’s local breweries are participating and we have breweries coming from as far away south as San Diego and as far north as Portland, Oregon.”

Participating Breweries

The Zoo’s first ever Zoo Brew fundraiser features tastings from a herd of local and regional breweries. Santa Barbara brewers are well represented, including Anacapa Brewing Company, The

Brewhouse, Santa Barbara Brewing Company and Telegraph Brewing Company. Firestone Walker Brewing Company is in Buellton and Island Brewing Company is from Carpinteria, as are the C.A.R.P. Homebrewers.

Bootlegger's Brewery is in Fullerton, Orange County. Pyramid Breweries is a brewpub chain with locations in Berkeley, Sacramento, Walnut Creek and Seattle, Nevada. Sierra Nevada brews their beers in Chico, north of Sacramento and Speakeasy Ales & Lagers is brewed in San Francisco. Stone Brewing Company is from Escondido, near San Diego. Widmer Brothers Brewing Company hails from Portland, Oregon. Wolf Creek Brewing Company is in the Santa Clarita Valley, off US Route 5.

Shock Top Belgian White is among five brand of micro-beers provided by the Zoo's longtime supporter, Jordano's Inc. through their Pacific Beverage Company, the premier beverage supplier in Santa Barbara, San Luis Obispo and Ventura counties. Green Mountain Beverages will pour hard cider and come all the way from Middlebury, Vermont. Other breweries to be announced.

Brew Food, Merchandise, Music & More!

Beer friendly foods, including bratwursts and sustainable seafood tacos, will be served from the Zoo's hilltop café, The Wave.

Radio station KRUZ 97.5 FM broadcasts live from the hilltop with their popular morning host, Matt Stone, as event "dejay." He promises to keep the groove "chill enough to make the festival beverages feel right at home."

Each participant receives a commemorative five-ounce tasting glass. The Zoo hopes that these will become collectors' items for what is intended to become an annual festival. Other custom products include T-shirts and beer-related items sporting the new Zoo Brew logo.

Zoo animals will be brought to the Festival for close-up meet and greets. Animal attendees may include Channel Island fox, red-tailed hawk, tawny frogmouth, python and other reptiles.

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The Santa Barbara Zoo is open daily from 10 a.m. – 5 p.m.; general admission is \$12 for adults, \$10 for children 2-12 and seniors 60+, and children under 2 are free. Parking is \$5.

The Santa Barbara Zoo is accredited by the Association of Zoos and Aquariums (AZA). AZA zoos are dedicated to providing excellent care for animals, a great visitor experience, and a better future for all living things. With its more than 200 accredited members, AZA is a leader in global wildlife conservation, and is the public's link to helping animals in their native habitats.

