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carnaval!

PRESS RELEASE

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PRESS CONTACT:

Julia McHugh, (805) 569-3303, juliapr@west.net
TICKETS: Visit www.sbzoo.org or call (805) 962-5339

ZOOFARI BALL XXV IS HOT! HOT! HOT! ***Celebrate "Carnaval" at Popular Party on August 28***

- Event has Sold Out for Past Four Years
- Live Auction Items Include Amazon and Alaska Cruises
- Proceeds Benefit Zoo's Programs and Animals

Santa Barbara, CA; July 22, 2010 – Drums will pound and hips will shake at the 25th annual Zoofari Ball, which this year takes its inspiration from Carnaval, the famed street festival of Brazil. The hilltop is transformed into a dazzlingly flamboyant array – think feathers, sequins, vivid hues, and a samba beat. This popular, lavish, outdoor fundraiser for the animals at an elegant dinner, cocktails, dancing to the Soul City Survivors, silent and live auctions, and special surprises at Santa Barbara's "Wildest Party," which usually sells out in advance. Carnaval attire is encouraged, but many attendees don safari garb every year.

Tickets are on sale to Santa Barbara's "wildest" party: ***Zoofari Ball XXV: Hot! Hot! Hot! Carnaval!*** held Saturday, August 28 beginning at 5:30 p.m. at the Zoo.

Tickets are \$275 until August 1, then \$300 per person. For ticket information, contact Pieter van Meeuwen at (805) 679-8448 or pvanmeeuwen@sbzoo.org. *Early purchase is advised: Zoofari Ball has sold out in advance for the past four years.*

ZOOFARI XXV DETAILS

The lovely outdoor setting, lively themes and colorful informal attire set Zoofari Ball apart from other fundraisers. In its 25th year, this event is one of the area's premier parties.

The Honorary Chairs of this year's event are Betsy and Chip Turner. Betsy was the Zoo's first education director and has since volunteered in many capacities, including as a Zoofari planning

committee member and as Event Chair. Chip is a longtime Board member and currently serves as treasurer.

The evening begins at 5:30 p.m. when guests join the Carnival parade to the Zoo Hilltop where they immediately enjoy ice-cold signature cocktails. This year, the signature drink features Ketel One's newly released Oranje vodka in a concoction called "Brazilian Breeze." Partiers also enjoy appetizers and can bid at both silent and live auctions (see below).

At 7:30 p.m., guests proceed to the Zoo's hilltop to enjoy dinner provided by Zoo Catering Services by Rincon. Dancing follows at 9 p.m. to the music of local favorites Soul City Survivors.

The event is designed by Behind the Scenes Events.

SILENT AND LIVE AUCTIONS

The silent auction includes over a hundred silent auction items including travel, dining, art, culture, the outdoors and much more. Featured silent auction packages this year include:

Montecito Luxury: Two-nights of deluxe pampering with accommodations at the Four Seasons Biltmore, dinner for two at the Bella Vista Restaurant, a 50 minute massage for two at the spa, plus a \$500 Biltmore gift certificate.

Painting with the Elephants: Let Sujatha and Little Mac create a one-of-a-kind painting that is the winner's to keep. For four guests, includes cocktails and appetizers on the Elephant Deck.

Zoofari Ball's live auction, led by professional auctioneer Sean Kelly, offers exclusive "only at the Zoo" activities, luxury travel packages and more, including:

Amazon Riverboat Voyage: One night in Lima, Peru, followed by seven nights aboard riverboat La Amatista exploring the Amazon and some of its tributaries upriver from Iquitos. Courtesy of Robertson International Travel and International Expeditions. Business Class on Continental Airlines roundtrip from Los Angeles to Lima, Peru, courtesy of Robertson International Travel.

Time to Cruise: Seven-night Alaskan Cruise for two from Celebrity Cruises. Onboard \$1,000 gift certificate from AAA plus 30" Load Warrior suitcase from Magellan's.

Private Zoofari: Winner and 24 guests enjoy their own Private Zoofari Ball! Catering, decorations, animal encounters and more – all courtesy of Lisa Carter Behind the Scenes Santa Barbara Zoo Catering by Rincon, and the Santa Barbara Zoo.

Head or Tail Tables: Bid on exclusive tables at next year's Zoofari Ball: either the elegant Head Table (reserved parking, champagne, private buffet with waiter, and chic party favors) or party-loving Tail Table (private bar, personal bartender, dessert served as first course, and wild party favors).

ZOOFARI BALL SPONSORS

Sponsors for the event include:

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Sue & Bill Wagner

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The Zoofari Ball directly benefits Zoo animals and visitors. Santa Barbara Zoo is a private, non-profit corporation with no tax-based support. The \$8 million operating budget is generated through operations, including admissions, food service, gift sales, attractions, education programs, and membership sales. All capital improvements are made possible through the support of individuals, businesses, foundations and events such as Zoofari Ball.

The Santa Barbara Zoo is accredited by the Association of Zoos and Aquariums (AZA). AZA accredited zoos and aquariums are helping to preserve thousands of animals regionally and around the world through unequalled wildlife conservation programs.

