



NEWS RELEASE



For Immediate Release

For more information:

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Discounted Admission Offered During Snow Leopard Days at the Zoo, 2014 Photo Contest Announced

Syracuse, N.Y. (January 2, 2014) – The Rosamond Gifford Zoo is open year-round, and winter is a fantastic time to visit! Outdoor exhibits feature animals chosen for their ability to adapt to the region's climate. Prefer warmer temperatures? Sixty percent of exhibits are indoors, making the zoo a great destination even on cold and snowy days.

Visiting the zoo this time of year is easier than ever during **Snow Leopard Days** – guests enjoy half price admission during the months of January and February! Adult tickets (ages 19-61) are \$4.00, youth (ages 3-18) are \$2.00 and seniors (ages 62+) are \$2.50.

An additional perk to visiting the zoo in January is the zoo's **9th Annual Winter at the Zoo Photo Contest**. Celebrate 2014 and the zoo's Centennial year by entering the contest for a chance to win fantastic prizes. The Rosamond Gifford Zoo invites photographers of all abilities, ages 5 and up, to take part. The winter season is perfect for photography – cold weather means active, easier to find animals and interesting backdrops.

The photo contest runs January 2 through January 31. All entries are due by 4:00 p.m. on February 1; late entries will not be accepted. Complimentary zoo admission is offered to contest participants who show their camera and present the coupon, available at the ticket booth or printable online. (Note: Cell phones are not acceptable cameras.) One entrant, with a limit of one entrant per household per day, may enter the zoo free of charge. Complete contest information, rules, coupon and entry forms are available at rosamondgiffordzoo.org/photo-contest.

Sponsors of this year's Winter at the Zoo Photos Contest are CNY Arts, Everson Museum of Art, Red House Arts Center and Syracuse Stage. Questions? Email photocontest@rosamondgiffordzoo.org.

Bundle up and visit the zoo! The Rosamond Gifford Zoo is open daily from 10 a.m. to 4:30 p.m. For more information, call (315) 435-8511 or visit the zoo's website at rosamondgiffordzoo.org.

SIDEBAR-- 10 Tips to Capture the Perfect Zoo Photo:

1. Interest - Before you start photographing an animal, ask yourself, "What is it about this animal that interests me?"
2. Popularity - Consider the animal you are photographing. Some are more popular or easier to photograph than others, so your photo must be extraordinary to stand out.
3. Distance - The closer you can get to your subject (without breaking zoo rules and staying on marked paths) the better. Try a longer lens or sitting at the animal's level.
4. Frame - What do you want to shoot and how will it be framed? Whatever you're photographing should represent at least 80 percent of the picture
5. Eyes - The eyes are the "window to the soul." Make sure the eyes are in focus and in a prominent position in your shot.
6. Glass - Shooting through glass is challenging, but often unavoidable. When photographing through glass, place your camera lens and flash as close to the glass as possible.
7. Mesh - When shooting through wire mesh, get as close as possible without breaking zoo rules. Use a longer focal length or choose a wider aperture.
8. Patience - When photographing animals, patience is key. Give yourself extended periods of time to spend at their exhibits.
9. Setting - Use the correct camera setting. A faster shutter speed is useful for moving animals and a tripod is helpful for stationary animals.
10. Camera - Know your camera. Understand the capabilities of your camera and be sure to have extra batteries and memory cards on hand.

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The Rosamond Gifford Zoo at Burnet Park is **among the top 10 percent of zoos in the country** as an accredited member of the Association of Zoos and Aquariums and is focused on conserving, exhibiting and interpreting a living animal collection in order to promote public recreation, understanding of the relationships between animals and people, and action to sustain the environment we share.

Committed to conservation, the zoo actively collaborates with Friends of the Zoo to save endangered Asian elephants, Amur tigers, golden lion tamarins and amphibians, which are facing a global crisis due to the Chytrid fungus. Other projects include studies on Chittenango ovate amber snails, Turkmenian markhors and Humboldt penguins.

The Rosamond Gifford Zoo is open daily from 10:00 a.m. to 4:30 p.m. Admission is \$8 for adults (19-61), \$4 for youth (3-18) and \$5 for seniors (62+). Children two and under are free. For more information, call the zoo at (315) 435-8511 or visit the zoo's website at www.RosamondGiffordZoo.org.

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www.rosamondgiffordzoo.org

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Rosamond Gifford Zoo Director, Ted Fox • Friends of the Zoo President, Janet Agostini

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