

BLACKPOOL ZOO CELEBRATES ANOTHER GONG!

BLACKPOOL Zoo has scored a gong hat-trick!

The Zoo was named Large Visitor Attraction of the Year at the Lancashire and Blackpool Tourism Awards 2010/11 yesterday, making it the third title they have picked up this year.

Following a glittering awards ceremony with TV wildlife presenter Michaela Strachan, the Zoo's Managing Director, Darren Webster, expressed his jubilation.

He said: We're delighted to have won this prestigious title – it is clear recognition of the significant investment Blackpool Zoo has made in its facilities and services, and I would like to thank all our members of staff who work so hard to make Blackpool Zoo the success story it is today!

Blackpool Zoo has been buzzing throughout 2010, with a stream of exciting new facilities, arrivals and awards.

In May it celebrated the official opening of a new sealion enclosure completing the fantastic £1million Active Oceans area. And there's been lots of excitement over the births of the first ever Western Lowland Gorilla and Pileated Gibbon.

So far in 2010, the Zoo has picked up awards in the Lancashire BIBAs (Be Inspired Business Awards) when it was named Tourism Business of the Year and shortly afterwards, was crowned Visitor Attraction of the Year at the Blackpool Tourism Awards.

The Zoo will now represent Lancashire and Blackpool at the England North West Tourism Awards later this year.

Darren added: So far, 2010 has been a fantastic year for us – there's been lots to celebrate, and this latest accolade is a wonderful acknowledgment of our achievements.

We are looking forward to a busy summer season, and hope that more people than ever, will visit Blackpool Zoo and see for themselves the incredible visitor experience we offer here!

Notes to Editors

" Blackpool Zoo is owned by Parques Reunidos, the second largest European leisure parks operator and a leading world wide player.

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" Blackpool Zoo is home to over 1,500 mammals, birds, reptiles and invertebrates set amidst thirty-two acres of mature woodland and lakes. The zoo's signature animals include elephants, giraffes, big cats, gorillas, orangutans, sea lions, primates, zebras and kangaroos.

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" Blackpool Zoo is open every day from 10am. Blackpool Zoo, East Park Drive, Blackpool, FY3 8PP. Tel: 01253 830830.

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