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Record-Breaking Attendance at Holiday Festival
Lincoln Park ZooLights goes increase by 69% over 2008

Chicago, IL (Jan. 4, 2010) – The holiday spirit was grander than ever before this year at Lincoln Park Zoo’s 15th annual ZooLights event, which concluded January 3, with record-breaking attendance. The zoo reports more than 324,000 people enjoyed the free holiday festival this season, which was offered on Friday, Saturday and Sunday nights starting Thanksgiving weekend, and ran nightly from Dec. 21 to Jan. 3. Attendance to the popular event jumped 69 percent over last year’s crowd. The previous record high turnout was in 2007 when 205,000 attended the event.

Lincoln Park Zoo President & CEO Kevin Bell is especially grateful to ZooLights presenters ComEd and Charter One, and sponsors CLEAR^(TM), Pepsi, WBBM Newsradio 780, United Airlines and NBC 5 for their support and dedication which made this year’s event such a success. Their support keeps admission to the event free to the community.

Bell says it appears there are several factors contributing to the sharp rise in attendance, including cooperative weather, increased public awareness about the event and a tough economy which might have kept people closer to home this holiday season. The zoo offers an attractive destination for fun, family-friendly, and budget-friendly activities, which included a dazzling display of lights, ice sculpture carving, children’s crafts, music and entertainment featuring Santa Claus and his elves.

With the conclusion of ZooLights, there is still plenty of fun to be had at the zoo this winter. The zoo is currently rolling out a suite of new family events and educational programs throughout January and February including an exclusive wine event for adults, breakfast with the animals and children’s programming during school holidays. For more information about upcoming activities at the zoo, please visit www.lpzoo.org

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ABOUT LINCOLN PARK ZOO

Lincoln Park Zoo, a historic Chicago landmark founded in 1868, is dedicated to connecting people with nature by providing a free, family-oriented wildlife experience. A leader in conservation science both globally and locally, the zoo exemplifies the highest quality animal care and educational outreach. The not-for-profit zoo, managed by The Lincoln Park Zoological Society, is a member-supported organization and one of the nation's only free, privately managed zoos. For more information, call 312 -742-2000 or visit www.lpzoo.org.