

6421 East 36th Street North

Tulsa, OK 74115

(918) 669-6600

October 5, 2010

Tulsa World

315 S. Boulder Ave

Tulsa, OK 74103

Dear Editor:

Close your eyes for a moment, and remember what it was like to be a kid on Halloween. Dressing up as your favorite character, running around with your friends, and not to mention the incredible amount of candy you would go home with. Do you remember going door-to-door in your neighborhood and giggling when you neighbors pretended they didn’t know who was behind the mask?

Unfortunately, the times we are in make it difficult for children to go trick-or-treating in their neighborhood. That is why we at the Tulsa Zoo are combining the excitement of Halloween and the wonder and mystery of the Zoo, and calling it HallowZOOeen. We want children and parents to have a safe environment where they can enjoy all of the fun festivities that come with Halloween. We think the Tulsa World is the perfect platform to reach Tulsa and the surrounding areas and inform people of the fun and safe environment the Tulsa Zoo can offer them. We believe that this could be a great opportunity for both the Tulsa World and the Tulsa Zoo. Tulsans trust the accuracy of the Tulsa World and it is why we would be so grateful to have our story in your newspaper.

With your agreement to run this exclusive story, we would work as hard as we possibly can to assist you with anything you would happen to need. We will give you an interview with the director of HallowZOOeen, and any photo opportunities you would want. We would be more than happy to take you around the zoo and fill you in on all the activities we will have planned.

I will call on Friday, Oct. 8, to see if there is anything I can do to help you with the story on HallowZOOeen. Thank you for your time and consideration.

Sincerely,

Kaci Eckel



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**News Release**

FOR IMMEDIATE RELEASE FOR MORE INFORMATION, CONTACT:

Oct. 4, 2010 Kaci Eckel

Tulsa Zoo

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**The Tulsa Zoo eases parent’s Halloween worries with HallowZOOeen**

TULSA, Okla. – As much as we like to wish it doesn’t happen. It does. It seems like every other day we hear of a child being abducted. We are haunted by the child’s picture that flashes across the screen. We hug our own children a little tighter and vow to do everything we can to keep our kids safe.

It’s no wonder that parents worry the most when it comes to Halloween. The thought of children going door-to-door is enough to cause parents to call off the whole celebration. But the Tulsa Zoo wants parents to know that there is no reason to worry at HallowZOOeen. With carnival-style games and a hay maze, it’s easy to see why HallowZOOeen has become a popular event among Tulsans.

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“We are so proud of HallowZOOeen and the wonderful environment it gives families,” says the spokesperson for the Tulsa Zoo. “We love watching the children’s faces light up when they walk into the zoo.”

HallowZOOeen has hosted more than 15,000 children in past events, and promises a safe environment for children and parents to enjoy Halloween and all the fun that comes with it. There will be “Goblin Stops” full of candies and treats, so there will be no shortage of the beloved Halloween candy to take home.

There will be another new delicious reason to attend HallowZOOeen this year. The Walgreens’ Royal Castle and American Airlines Pirate Island are hosting a dinner. With your purchase you can dine like a king or queen, or eat with the pirates. This brand new event is sure to attract families from all over the Tulsa area.

Some rides will also be available for the children to enjoy. There will be a “haunted” train ride, and a carousel. These rides can accommodate children of all ages, because nothing will be too frightening.

The Tulsa Zoo is spread out over 84 acres and holds 2,800 animals. It is a fun and exciting place for people of all ages to come and visit. With many events held at the Zoo annually, there is always something for everyone. The Tulsa Zoo is only closed two days a year; making it very accessible to the 600,000 visitors it accommodates every year.

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**Fact Sheet**

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**The Tulsa Zoo focuses on fun instead of fear this Halloween**

**What:** The Tulsa Zoo is opening its gates for another year of HallowZOOeen with fun activities for children and a safe environment for both children and parents.

Our goal is to keep smiles on the children’s faces. HallowZOOeen will not be a scary event, but an event that is appropriate for all ages.

**Who:** The Tulsa Zoo has been hosting HallowZOOeen for several years and this year is going to be bigger than ever with the help of Walgreens and other sponsors.

**Where:** At the Tulsa Zoo in Tulsa, Okla.

**When:** October 27-31 from 6:30-8:30 p.m. every night.

**Why:** The Tulsa Zoo wants to make sure that children have the opportunity to enjoy all of the wonderful fun that Halloween brings and experience a safe environment at the same time. Some Halloween events are too scary for children, but at HallowZOOeen we will bring fun instead of fear.

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