



TOLEDO
ZOO[®]

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Toledo Zoo Recognized at ADDY Awards

Toledo, Ohio—The Toledo Zoo is a place where there's always something happening, and getting the message to folks throughout the region is absolutely essential. That's why the Zoo works with FLS Marketing and Madhouse to ensure that the message is conveyed with all the flair that folks have come to expect from their Toledo Zoo. That commitment to excellence was recently recognized by the Advertising Club of Toledo at the 2011 ADDY Awards.

The Toledo Zoo won a Gold ADDY for the three television spots that made up the Zoo's summer ad campaign. In addition, the Zoo received a Silver ADDY for the television spot highlighting the arrival of Siku the polar bear cub, a Silver ADDY for *The Lights Before Christmas* television spot, and a third Silver ADDY for sound design in a television spot promoting Frozentoesen Winter Weekends.

The award-winning ads can be found on The Toledo Zoo's YouTube channel, located at www.youtube.com/TheToledoZoo. In addition to the ads, visitors will find a number of exclusive videos featuring some of their favorite Toledo Zoo animals as well as highlights from previous Toledo Zoo activities.

The Toledo Zoo is open daily from 10 a.m. to 4 p.m. and is located on the Anthony Wayne Trail (US 25), four miles south of downtown Toledo. For more information, please visit www.toledozoo.org or call (419) 385-4040. Lucas County residents are admitted free of charge each Monday from 10 a.m. to noon. ID showing proof of residency is required.

The Toledo Zoo is committed to inspiring others to join in caring for animals and conserving the natural world. As part of that mission, The Toledo Zoo is accredited by the Association of Zoos and Aquariums (AZA), a leader in global wildlife conservation. AZA member institutions are dedicated to providing excellent care for animals, a great experience for visitors and a better future for all living things.

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