



# PHILADELPHIA ZOO

NEWS FROM AMERICA'S FIRST ZOO

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**PHILADELPHIA ZOO, TASTY BAKING COMPANY WELCOME DELAWARE VALLEY KIDS  
TO NEW TASTYKAKE CHILDREN'S ZOO**

*Fun new exhibits, fresh new look take Zoo's youngest visitors  
on whimsical tour of animal world*

(PHILADELPHIA, PA) - Chicks and ducklings aren't the only sweet things hatching at the Philadelphia Zoo this spring! The newly renovated Tastykake Children's Zoo made a debut of its own, kicking off its grand opening weekend celebration today. Zoo President Pete Hoskins, Tasty Baking Company President and CEO Charlie Pizzi and dozens of kids raised their Butterscotch Krimpets, Kandy Kakes and Juniors to toast a bigger, brighter, more vibrant petting zoo - the most popular destination for the youngest zoo-goers.

"We're thrilled to join Philadelphia's own Tasty Baking Company on one sweet partnership - the Tastykake Children's Zoo," said Hoskins. "Together, Tastykake and the Zoo have been helping children make wonderful memories for generations. Today, thousands of the Zoo's youngest visitors will walk through these gates to create new ones."

Pizzi and Hoskins joined children from around the Delaware Valley to cut the ribbon, and Zoo mascot Roarie the Lion joined Tastykake's own Kirbee the Krimpet to lead kids into the new Tastykake Children's

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Zoo. One lucky visitor received a year's supply of Tastykakes by correctly guessing the number of treats stacked up in a Tasty Baking Company antique delivery truck.

Special activities such as sheep-shearing demonstrations, games and face painting are planned throughout opening weekend of the Tastykake Children's Zoo.

Designed to keep young children entertained and active while helping them learn, new additions to the Tastykake Children's Zoo aim to spark "wow" moments between kids and animals that will create the foundation for a child's lifelong love and caring of the natural world.

A new kid-sized bunny village takes children into a town of bunnies, where the post office, hospital and toy store teach children how bunnies communicate and reproduce -- and how zoo keepers help bunnies exhibit natural behaviors through play.

A new theatre will stage live animal demonstrations throughout the day, engaging children from the audience. Kids can feed ducks at the pond amidst a spectacular new water sculpture featuring huge fish that jump and dive.

Every day, some of the 50 animals in the Tastykake Children's Zoo teaching collection will stretch their legs and wings in two new animal exercise yards where visitors can get an up-close look at

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macaws, porcupines, hedgehogs, owls and other creatures. The Zoo's education staffers will help families learn which animals make good pets - and which don't.

The farmyard features the popular petting area, where children can pet goats and sheep. Children can also take a swing around the corral on one of the Zoo's ten ponies.

As part of its extensive renovations, the Zoo strengthened its hand-wash program, making this necessary health precaution more fun and a "teachable moment" for kids. The farmyard's new layout naturally directs kids exiting the petting area through the hand-wash stations, where animated clocks help kids time their rinsing and sudsing to make sure their hands are clean.

In a new take on a traditional favorite, the Tastykake Children's Zoo expanded the farm area to add a life-sized tractor and hay-filled play area to help kids learn how a farm works and the important connection between farm animals and people.

The Tastykake Children's Zoo also features a refurbished chick hatchery and backyard bugs exhibit, which includes tarantulas, scorpions and beetles. At Dairy Corner, children can learn where milk comes from and try their hand at milking a fiberglass cow.

The brand-new Tastykake Tasty Shop features Tastykake favorites like Butterscotch Krimpets, Chocolate Juniors and Peanut Butter Kandy Kakes, giving families a sweet respite on a beautiful new deck

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overlooking the Zoo. In a new twist on the favorite cake and ice cream combo, Tastykake and Turkey Hill Ice Cream will dish up a new Peanut Butter Kandy Kake ice cream with real bits of Peanut Butter Kandy Kakes.

Just outside the Tastykake Children's Zoo, children can board a shiny new four-car train for an exciting ride throughout the Picnic Grove.

America's first zoo, the Philadelphia Zoo opened the nation's first children's zoo in 1938.

The Tastykake Children's Zoo is one of three exciting attractions opening this spring at the Philadelphia Zoo. In March, the Zoo launched Cobras!, its largest-ever exhibit of 17 of these thrilling venomous snakes. In May, zoo-goers can discover firsthand how to survive the challenges of living in a real jungle when PECO Jungle Trek swings into action. This exciting jungle school journey takes place throughout the two-and-a-half acre PECO Primate Reserve--home to more than 40 primates from around the world including western lowland gorillas, orangutans, gibbons and more.

Tasty Baking Company, (TBC: NYSE), founded in 1914 and headquartered in Philadelphia, Pennsylvania, is one of the country's leading bakers of snack cakes, pies, cookies, and donuts with manufacturing facilities in Philadelphia and Oxford, Pennsylvania.

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Tasty Baking Company offers more than 100 products under the Tastykake brand name. For more information on Tasty Baking Company, visit [www.tastykake.com](http://www.tastykake.com). In addition, consumers can send Tastykake products throughout the United States from the company website or by calling 1-800-33-TASTY.

The Philadelphia Zoo is located at 34<sup>th</sup> Street and Girard Avenue - minutes from the historic downtown area. The Zoo is open daily from 9:30 a.m. to 5 p.m. Ticket prices are \$15.95 for adults, and \$12.95 for kids aged 2 through 11. Family memberships start at just \$79, and Zoo members receive free admission and parking all year long.

The Philadelphia Zoo, a private, nonprofit organization, is America's first zoo and one of the region's foremost conservation organizations. The 42-acre Victorian garden is home to more than 1,600 animals, including highly endangered Amur tigers and rare sifaka lemurs. The Zoo, fulfilling its mission of conservation, science, education and recreation, supports and engages in conservation efforts to protect endangered species around the world. The Zoo is also a major educational and recreational attraction, welcoming more than 1.1 million visitors last year. For more information, tickets or to make a contribution, log on to [www.philadelphiazoo.org](http://www.philadelphiazoo.org).

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