



From Tim Tetzlaff, Naples Zoo Director of Conservation & Communications

18 May 2010

News Release **Contact:** Tim L. Tetzlaff, Director of Conservation & Communications
For Immediate Release 239.262.5409 x 122 / tim@napleszoo.org

It's a Summer of Seuss at Naples Zoo!

First-Ever Touring Dr. Seuss Sculpture Garden Features Iconic Characters

Naples, FL - This Summer, you can come face-to-face with The Cat in the Hat, The Grinch, Sam I Am from *Green Eggs and Ham*, Yertle the Turtle and The Lorax. These famous characters are immortalized in fine art bronzes as a tribute to the literary and artistic legacy of Theodor Seuss Geisel - better known to millions as Dr. Seuss. The four-foot to six-foot tall bronze sculptures will be available for public viewing in Naples Zoo at Caribbean Gardens from May 29 to August 1, 2010. You'll also discover a whole Zoo-full of Seussian fun with colorful character cutouts, a scavenger hunt, Seuss stories, and a Fun Facts Illustrated Tour featuring that unmistakable artwork. And the Lorax will be glad to hear that guests who purchase discount tickets online will be helping to plant trees!

The Dr. Seuss Sculpture Garden at Naples Zoo provides an opportunity for the public to enjoy the life principles and nostalgic memories connected with Dr. Seuss's most beloved books and characters. The tour is organized by Chase Art Companies and curator, William W. Dreyer. At the Zoo, Summer of Seuss is a cooperative effort funded in part by Collier County Tourist Development Tax with Clear Channel Radio as a media sponsor.

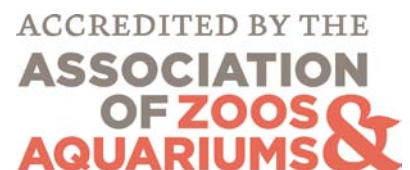
Colorful Cutouts: In addition to the bronzes, you'll be delighted by full color cutouts - perfectly designed so you can take your photo with them and take home the memories. Hobnob with Horton the Elephant, giggle with The Grinch, caterwaul with The Cat in the Hat, and laugh with The Lorax.

Fun Facts: Throughout the 43-acre garden and its full day of fun shows and animals from apes to zebras, you'll discover those delightful Seussian illustrations featuring his unique animals. On these colorful graphics, you will find fun facts about the real animals. The Fun Facts Illustrated Tour is sponsored by Century Link.

Animal Art: The artistic talents of Ted Geisel were not limited to his well-known books. As you browse The Zoo Gift Shop, you'll be able to appreciate extraordinary pieces from the Secret Art collection of Dr. Seuss including *Lion Stroll*, *Green Eggs and Ham*, and *Star-Bellied Friends*. You also find his three-dimensional "Unorthodox Taxidermy" of



www.napleszoo.org
(239) 262-5409 ext 122



the *Goo-Goo Eyed Tasmanian Wolghast*, the *Mulberry Street Unicorn*, and the *Green-Lidded Fawn*. These rarely seen artworks are presented courtesy of Gallery One on Third Street in downtown Naples.

Membership Mania: While you're visiting, join in the Summer of Seuss Scavenger Hunt. Find the answers to wildlife riddles throughout the Zoo on the Fun Facts Illustrated Tour graphics. Each week, the Zoo will draw a winner to receive their choice of a Family or Grandparent Membership good for one full year. Already one of the Zoo's 22,000 members? We'll extend your membership a year or you can give it as a gift!

Seuss Stories: During the Summer of Seuss, the Collier County Public Library will present several short programs based on Dr. Seuss books. These programs may include stories, readers theatre, crafts, games, and activities. Each program will be different! Schedule of dates at www.napleszoo.org/seuss

Help the Lorax! Tickets Plant Trees! Summer of Seuss is included in your regular Naples Zoo admission. Even better, when you buy your discount tickets online at www.napleszoo.org, we'll plant a tree for each child ticket redeemed during the Summer of Seuss from May 29 to August 1, 2010!

Laughter & Learning: Ted Geisel changed the way generations of children learned to read. While his most prominent legacy is in children's literacy with 44 books written between 1937 and 1990, his artistic legacy continues to cross over generations and genres impacting the worlds of art, literature, pop and high culture. Many of today's top talents pay tribute to Dr. Seuss as a key influence in their own artistic development. As Dr. Seuss said, "Fantasy is a necessary ingredient in living; it's a way of looking at life through the wrong end of a telescope. Which is what I do, and that enables you to laugh at life's realities."

Naples Zoo is a 501(c)(3) nonprofit organization. Daily presentations include Alligator Bay Feeding, Meet the Keeper Series, Snake Sunbathing along with two premiere presentations: Planet Predator and Serpents: Fangs & Fiction. Both of these feature shows take place in the Safari Canyon Theater where guests see live animals from feline predators to venomous snakes along with exciting video footage. On Sundays, the Tropical Plant Trek offers guests a guided tour in the historic botanical garden. And one of the zoo's most popular activities is the Primate Expedition Cruise where guests embark on a guided cruise through islands inhabited by monkeys, lemurs, and apes.

The all day pay-one-price ticket includes all the Summer of Seuss fun as well as admission to both the nationally accredited zoo and historic garden along with all shows, tours, exhibits, and the boat ride. (\$19.95 adults age 13+/ \$11.95 children 3 to 12, under 3 free. Children under the age of 16 must be accompanied by an adult at least 18 years of age). **Annual memberships and discount tickets are also available online at www.napleszoo.org.** Visitors enjoy healthy meals at *Wynn's at the Zoo* and shop for wild gifts at tame prices in The ZOO Gift Shop. Naples Zoo welcomes guests daily from 9:00 to 5:00 with the last ticket sold at 4:00 and is located at 1590 Goodlette-Frank Road across from the Coastland Center mall in the heart of Naples. To learn more, click www.napleszoo.org or call (239) 262-5409.

™ and © Dr. Seuss Enterprises L.P. 2010 All Rights Reserved.

Images available on request by e-mailing tim@napleszoo.org

###



www.napleszoo.org
(239) 262-5409 ext 122

