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## **PDSA Supports New Holiday Tradition at Smithsonian's National Zoo**

**Rockville, MD, December 10, 2008** - PDSA is supporting ZooLights, Washington DC's new holiday tradition at the Smithsonian's National Zoo. We are sponsoring a decorated area near the door to the Small Mammal House, with a lighted sponsor sign.

**The event takes place over 20 nights, Nov. 28th - Dec. 30th.**

**Time:** Nov. 28 - Dec. 14, Fri-Sun nights only; Dec. 15 - 30, every night (except Dec. 24-25) from 6 - 8:30 p.m.

**Address:** 3001 Connecticut Avenue, N.W., Washington, D.C.

**Admission:** \$ 6.00/FONZ member, \$12/non-FONZ member (tickets required for all, ages 2 and above) Discounts available from Giant Food stores.

**Parking and Metro:** Parking is first-come, first-served basis. Plan to arrive early. Metro access is by Red Line, at Cleveland Park and Woodley Park/Zoo stops.

**Activities:** Guests walk on designated trails, viewing custom light sculptures of Zoo animals, enjoy tasty treats, amid a family-friendly environment. Many animal houses will be open to visitors during these evenings.

**How the event benefits the National Zoo:** Provides needed funds for wildlife conservation, education, and sustainability programs at our nation's zoo.

**How the event benefits PDSA:** Over 50,000 people are expected to attend this year's event. Seeing our sponsorship increases our visibility in the greater Washington, D.C. region.

**Web site link:** <http://nationalzoo.si.edu/ActivitiesAndEvents/Celebrations/ZooLights/default.cfm>