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WILD TIMES COMING TO YOUR MOBILE DEVICE

BALTIMORE, MD -- No matter where your travels may take you, you can now access a new version of The Maryland Zoo's website (www.marylandzoo.org) from your smart phone. It's mobile-compatible and fully optimized for any device. "Visits to the Zoo's website from mobile devices are up 188 percent year-over-year and mobile devices now account for 19 percent of total website visits, according to our latest web marketing report," said Nancy Hinds, executive vice president of Institutional Advancement at the Zoo. The new mobile adaptation makes it easier for visitors to navigate the Zoo's web site from their mobile device so they can access the information they need more quickly.

Log on from a mobile device and the main menu comes right up, allowing users to click on one of 6 tabs: Hours and Info, Directions, Tickets, Animals, Events, and Photos & Video. Visitors can also access additional information about the daily activities planned at the Zoo on a particular day in the "Plan Your Visit," area and they can quickly learn about membership and how they can support the Zoo through donations. "Take a moment to check it out and do a little holiday shopping while you are there; zoo memberships make great gifts!" added Hinds.

The Pew Research Center reports that 40 percent of adults are using the internet, email, or instant messaging on a mobile phone in 2010, up from 32 percent in 2009. This trend is expected to continue in the coming years.

Stay up to date on Zoo events and information. For more information, please visit www.marylandzoo.org on your PC or handheld device. "Like" us on Facebook www.facebook.com/marylandzoo and follow us on Twitter @MarylandZoo.

About The Maryland Zoo in Baltimore

Founded in 1876, The Maryland Zoo in Baltimore is the third oldest zoo in the United States and is internationally known for its contributions in conservation and research. More than 1,500 animals are represented in the Zoo's varied natural habitat exhibits in areas such as Polar Bear Watch, the Maryland Wilderness, African Journey and the award-winning Children's Zoo. Situated in Druid Hill Park near downtown Baltimore, the Zoo is accredited by the Association of Zoos & Aquariums. For more information, visit www.marylandzoo.org.

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