



**For Immediate Release**

## **Omaha's Henry Doorly Zoo and Aquarium® Launches Free Official Mobile App**

Omaha, NE (February 13, 2015) – Omaha's Henry Doorly Zoo and Aquarium launched a free mobile application designed to help guests plan their visit in advance and ease exploration of the 130-acre property.

In addition to buying tickets and having the latest Zoo news, educational programming and visitor information at the palm of your hand, users will be able to enjoy the following:

- ***GPS-enabled Zoo map.*** This feature displays the location of its users in real time. Users can also locate the Zoo's exhibits, concession stands, gift shops and other facilities, as well as compare distances between locations by dropping pins.
- ***Interactive special events and animal encounters calendars.*** Both calendars allow users to download reminders to their phone and create favorites lists.
- ***Geo-fencing technology.*** This feature uses GPS coordinates to create virtual barriers, or geo-fences, allowing the Zoo to send exclusive on-grounds notifications, such as African Grasslands construction updates and new animal arrivals, to enhance the guest experience.
- ***Push notifications.*** The Zoo will be able to communicate, or push, pertinent information, such as inclement weather updates, to users without the app being open on a phone.
- ***Social media-friendly photo booth.*** Users can apply a Zoo-themed frame to selfies and other fun photos and share those images on their social media channels or download directly to their phone.
- ***Wildlife Safari Park guide.*** Get the scoop on Omaha's Henry Doorly Zoo and Aquarium's North American drive-through Wildlife Safari Park. Includes admission fee, exhibit, special event and educational programming information.

The app is available for download on Apple's App Store and is compatible with the iPhone, iPad and iPod touch. The app is optimized for iPhone 5, iPhone 6 and iPhone 6 Plus. Android users can also download the app on Google Play. Apple and Android users can find the app in their respective stores by searching "Omaha Zoo." The four colored boxes in Omaha's Henry Doorly Zoo and Aquarium's logo serve as the app's official icon.

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Omaha's Henry Doorly Zoo and Aquarium is ranked the number one Zoo in the World by TripAdvisor. Currently open daily from 10 a.m. to 4 p.m. Winter general admission prices are \$13.95 for adults (12 and older), \$12.95 for seniors (65 and older) and \$9.95 for children (3-11) through March 14. Spring/fall and summer pricing and hours can be found on the Zoo's website, OmahaZoo.com.