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**Invitation for Coverage:**

**Chimps Kicks-Off Spring with Annual Sponsor, Hiland Dairy**

*Chimps Get Delicious Milk Treats to Celebrate Spring & Announce Annual Sponsorship from Hiland Dairy*

- Who:** Little Rock Zoo Director Mike Blakely, Little Rock Zoo Chimpanzees, Cherb Coleman from Hiland Dairy
- What:** Announcement of annual sponsorship of the Little Rock Zoo by Hiland Dairy and official kick-off to the spring season for the Little Rock Zoo at the Zoo's chimpanzee habitat where chimps will indulge in delicious milk treats from Hiland Dairy.
- Where:** #1 Zoo Drive Little Rock, AR
- When:** 10:00 a.m. Wednesday, March 13, 2013
- Visuals:** Chimpanzees picking-up milk cartons and drinking from them, keepers tossing treats to chimps.
- Background:** For the fourth year in a row, Hiland Dairy, formerly Coleman Dairy, will serve as an annual sponsor of the Little Rock Zoo by providing a cash and in-kind sponsorship totaling more than \$50,000. The dairy will continue with the popular annual "Dollar Day" in the summer where admission to the Zoo is only a dollar for the general public and will also provide in-kind product for Zoo special events and for other Zoo activities. The Zoo will also celebrate the opening of its spring season this Wednesday, right before many schools take their spring break next week. The Zoo is a popular attraction for spring breakers looking for an affordable family friendly attraction.