



city of
greenville

News Release

GREENVILLE ZOO ANNOUNCES REBRANDING, UNVEILS NEW LOGO

New look for zoo kicks off first phase of master plan

Greenville, S.C. – The Greenville Zoo today unveiled a new logo and branding that will set the visual direction for the future of the zoo. The rebranding includes a new website, street pole banners, signage inside and outside of the zoo and newly-painted zoo buildings.

According to Greenville Zoo Administrator Jeff Bullock, the rollout of the zoo rebranding signals the beginning of a master plan that includes new attractions and refurbishments. “The Greenville Zoo is preparing to take its first big step toward creating a facility designed to meet and exceed the standards of animal care and the expectations of our guests,” said Bullock.

The Greenville Zoo held a series of public meetings in 2012 to discuss options for the zoo’s future plans. Out of those meetings came a 15-20 year master plan that was adopted in September 2013. The first phase of the plan features an expanded home for the lions with elevated viewing platform and viewing window. The updated Lion Exhibit will also provide additional space to support a breeding program. In addition, phase one projects will include a new Asian Forest featuring a Tiger Exhibit, renovations and expansion to the Animal Health Clinic, a new multi-story zoo entrance with gift shop and café and renovation of the existing gift shop and concession stand into a climate-controlled dining area for zoo guests.

“It has been over 50 years since the zoo went through the branding process, and the new look really encompasses the zoo’s vision for the future,” said Bullock. “It is an exciting time for the zoo and Upstate community.”

About the Greenville Zoo

Accredited by the Association of Zoos & Aquariums (AZA), the Greenville Zoo is rated one of the best tourist attractions in South Carolina, attracting 300,000 people annually. Operated by the City of Greenville, the 14-acre facility features wildlife from around the world, including orangutans, giraffes, monkeys and giant tortoises. Visitors can also enjoy one of the zoo's most popular exhibits, the Reptile Building, which is home to a variety of lizards, frogs, turtles and snakes.

The Greenville Zoo is open seven days a week, except on Thanksgiving Day, Christmas Day and New Year's Day. Hours of operation are 9 a.m. to 5 p.m. Zoo entry ticket sales close at 4:15 p.m. Admission to the Greenville Zoo is \$8.75 for adults and \$5.50 for children (ages 3-15 years old). For more information about the Greenville Zoo, visit www.greenvillezoo.com or follow the zoo on Facebook at www.facebook.com/greenvillezoo.

###