



Henry Vilas Zoological Society
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For Immediate Release

Halloween at the Henry Vilas Zoo

(Madison, WI, October 8, 2008) — Dane County's free Henry Vilas Zoo and the Henry Vilas Park Zoological Society once again present their signature Halloween event and fundraiser, Halloween at the Zoo, Sunday, October 26th from 10 am to 4pm. Halloween at the Zoo is a celebration for the entire community that includes free Trick-or-Treating, a Fun House, and music by Ken Lonquist and The Kenland Band, which will take place at 11:00, 12:30 and 2:00 in the Education Pavilion.

Halloween at the Zoo has proven itself to be a steadfast, supported and celebrated tradition that is endorsed by local Police & Fire agencies as "A neat place to meet for a safe trick-or-treat". Since its inception in 1987, the event has raised hundreds of thousands of dollars to support the Henry Vilas Zoo. This year, net proceeds will benefit the Zoo Century campaign, a ten-year \$27 million fundraising initiative to complete major Zoo renovations.

Halloween at the Zoo is supported by businesses, organizations and families from across Dane County and is presented by Associated Bank.

The Henry Vilas Park Zoological Society has been the Henry Vilas Zoo's member-supported fundraising organization since 1914. The Zoological Society promotes the Zoo's mission to conserve and protect the wonders of the living natural world, to build an understanding of animals by promoting conservation, and to provide high quality recreational and educational experiences to over 500,000 annual visitors. For more information visit vilaszoo.org.