



**FOR IMMEDIATE RELEASE**

Contact: Erin Scott  
Sr. Marketing & Public Relations Manager  
760-346-5694 x. 2610  
[escott@livingdesert.org](mailto:escott@livingdesert.org)

**CELEBRATE LA GRAN FIESTA AT THE LIVING DESERT**

*Receive One Free Child Weekend Admission for Every Paid Adult*

**PALM DESERT/INDIAN WELLS, CA** – (October 3, 2018) – The Living Desert Zoo and Gardens invites everyone to join the big party at its annual La Gran Fiesta on Saturday, October 13, from 9 a.m. to 12 noon.

The celebration of Hispanic culture includes musical entertainment from mariachi groups to youth folklorico dancers, special activities, and arts and crafts. Guests will have the opportunity to enjoy a treasure hunt throughout the park and redeem their completed map for a free carousel ride. As a special gift, the first 1,000 guests will receive a pepper plant cultivated and grown at The Living Desert (one per person while supplies last).

“La Gran Fiesta is a wonderful celebration of culture during Hispanic Heritage Month and The Living Desert is proud to offer a day full of educational activities and family-fun,” said Dawn Petrick, Director of Park Services. “We invite everyone to come out, take advantage of the weekend ticket discount and enjoy the festivities.”

During La Gran Fiesta, The Living Desert will also be raising awareness of the plight of the vaquita, the world’s most endangered marine mammal. Current estimates state there are fewer than 30 of these small porpoise left in the northern Gulf of California. Guests are encouraged to ‘adopt’ a vaquita to help support the cause with all proceeds going to support the Association of Zoos and Aquariums’ SAFE (Saving Animals from Extinction) vaquita conservation action plan.

In celebration of Hispanic Heritage Month (now through October 15) the zoo is offering one free child admission for every paid adult on Saturdays and Sundays September 15-October 14, 2018. This promotion cannot be combined with any other offer.

The Living Desert is open daily from 9 a.m. to 5 p.m. For more information: (760) 346-5694 or visit [www.LivingDesert.org](http://www.LivingDesert.org).

**About the Living Desert:**

The Living Desert Zoo and Gardens is a nonprofit, accredited member of the Association of Zoos and Aquariums, ensuring the highest standards of all aspects of animal care, education, conservation, public service, and operations. The Zoo is active in conservation research, habitat protection, breeding programs and education initiatives around the world, as well as in its own community. The Zoo has been a top attraction in the Palm Springs area for nearly 50 years. The Living Desert is located at 47900 Portola Ave, Palm Desert, CA 92260. For more information: (760) 346-5694 or visit [livingdesert.org](http://livingdesert.org).

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