



FOR IMMEDIATE RELEASE

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CELEBRATE LA GRAN FIESTA AT THE LIVING DESERT

Receive One Free Child Weekend Admission for Every Paid Adult

PALM DESERT/INDIAN WELLS, CA – (September 30, 2019) – The Living Desert Zoo and Gardens invites everyone to attend its annual La Gran Fiesta on Saturday, October 12, from 9 a.m. to 12 noon. La Gran Fiesta activities are free to members and with paid admission.

The celebration of Hispanic culture includes musical entertainment including mariachi groups and youth folklorico dancers in the Legacy Garden. Activities include special chats by the animal care team, a take home craft at the Discovery Center and more. Starting at 10:30 a.m. there will be free screening of Disney Pixar's COCO also at the Discovery Center. Seating is limited and it's on a first come, first served basis.

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 plant cultivated and grown at The Living Desert (one per person while supplies last).

"There's no better way to conclude our celebration of Hispanic Heritage Month than with a big party," said Erin Scott, Sr. Marketing and Public Relations Manager. "The Living Desert is excited to offer a fun day full of music and special activities at La Gran Fiesta."

During the event, 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 10 of these small porpoise left in the northern Gulf of California. Guests are encouraged to symbolically '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 (September 15 through October 15) the Zoo is offering one free child (ages 3-12 years old) admission for every paid adult on Saturdays and Sundays now through October 13, 2019. This promotion cannot be combined with any other offer.

The Living Desert is open daily from 8 a.m. to 5 p.m. For more information: (760) 346-5694 or visit 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 destination 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.

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