



**FOR IMMEDIATE RELEASE**

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**THE LIVING DESERT ZOO AND GARDENS LAUNCHES  
50<sup>TH</sup> ANNIVERSARY CELEBRATIONS WITH A PARTY**

*The Public is Invited to Celebrate Saturday, January 11, 2020*

**PALM DESERT/INDIAN WELLS, CA – (January 2, 2020)** – The Living Desert Zoo and Gardens is proud to launch its 50<sup>th</sup> Anniversary celebrations with a Birthday Party on Saturday, January 11, 2020 from 9 a.m. to 12 p.m.

Party-goers are invited to enjoy this historic milestone with special keeper chats, animal encounters, live entertainment, crafts, games, birthday cake and a variety of photo opportunities. In addition, guests can watch the animals celebrate as they receive anniversary-themed enrichment.

“As we honor our 50<sup>th</sup> Anniversary, it’s a great time to look back and see how far we have come, not only as a place for families to enjoy, but as a conservation entity truly making an impact in this world,” said The Living Desert President/CEO Allen Monroe. “More importantly, we look forward to the next 50 years and all we can accomplish together. We invite everyone to help us celebrate our past, present, and future.”

The first 1,000 guests will receive free commemorative sunglasses, while supplies last. All party activities are free for members and with paid park admission.

The Living Desert fans and history buffs can also visit the Zoo’s special micro-website and take a stroll through time to see the key milestones of the Zoo unfold. Visit [LivingDesert.org/50](http://LivingDesert.org/50). In addition, The Living Desert will be engaging fans on various social media platforms highlighting key milestones, historical photographs, and more.

An additional event commemorating this golden anniversary includes the 50<sup>th</sup> Anniversary Gala Celebration on March 7, 2020. Learn more at [LivingDesert.org/Gala](http://LivingDesert.org/Gala).

For more information about The Living Desert, visit [LivingDesert.org](http://LivingDesert.org) or call (760)346-5694.

**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 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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