



a.larry.ross
com.mu.ni.ca.tions

news release

4300 Marsh Ridge Road • Suite 114 • Carrollton, TX 75010
972.267.1111 • 972.267.3535 (fax) • www.alarryross.com

FOR INFORMATION, CONTACT:
Melany Ethridge 972-267-1111

FOR IMMEDIATE RELEASE
December 1, 2008

CREATION MUSEUM DISAPPOINTED BY CINCINNATI ZOO WITHDRAWAL: Promotional Partnership in Aid of Local Tourism Cancelled

PETERSBURG, KY., December 1, 2008 – After working for months with the Cincinnati Zoo on a special cross-promotion package to elevate local and regional tourism during the Christmas season, the Creation Museum learned today that the zoo – after a 2 ½ day business relationship – has pulled out of the arrangement because of a high volume of complaints.

“We are disappointed with the zoo’s decision and its impact on the families and visitors to the region who would have enjoyed taking advantage of this opportunity to make this a truly memorable Christmas,” said Answers in Genesis and Creation Museum founder and president Ken Ham. “Both the Creation Museum and the Cincinnati Zoo have put together spectacular Christmas displays, and we were excited to partner with them to promote these events in a combination package that would have been of great value to the community.”

“My family and I have been Cincinnati Zoo members for more than 10 years now, so I am also personally saddened that this organization I esteem so highly would find it necessary to back out of this relationship. At the same time, I have learned that the zoo received hundreds of complaints from what appear to be some very intolerant people, and so I understand the zoo’s perspective. Frankly, we are used to this kind of criticism from our opponents, and so being ‘expelled’ like this is not a huge surprise,” Ham continued.

The Cincinnati Zoo/Creation Museum short-term partnership allowed visitors to purchase one-day regular admission tickets to each attraction for a combined price of \$25.95 (adult price), a savings of \$9 over regular ticket price at each location. The tickets were available online only through the zoo’s website, with the Creation Museum helping to drive traffic to the zoo’s website and its promotion with the museum. The zoo already has promotional arrangements with other regional institutions, including the Cincinnati Reds.

- more -

Creation Museum Disappointed by Zoo, Page 2

“Our museum will continue to promote this excellent zoo on our website and also in the printed material we pass out inside the museum. We are committed to promoting regional tourism. It’s a pity that intolerant people have pushed for our expulsion simply because of our Christian faith. Some of their comments on blogs reveal great intolerance for anything having to do with Christianity,” Ham added.

Because this package will no longer be available, the museum has decided to continue to offer this savings on museum tickets Dec. 2-11 (except Dec. 6), offering \$9 off adult tickets and \$5 off children’s and seniors’ tickets. Thus the discounted rates would be \$12.95 for adults, \$11.95 for seniors and \$6.95 for children 5-12.

The museum continues with plans for its Christmas display, “Bethlehem’s Blessings,” beginning Dec. 12, with much of the stunning lighting already in place. The centerpiece will be a live outdoor nativity scene, featuring human actors in each of the Christmas story roles, and of course sheep, donkeys, and camels – all the usual animals present during the birth of the Christ child – courtesy of the museum’s own petting zoo. Museum staff and volunteers will alternate as Joseph, Mary, the shepherds, and caravan traders. A special lighted trail, “The Road to Bethlehem,” will feature a glimpse of the first Christmas in Bethlehem 2,000 years ago.

Visitors to the museum grounds will also enjoy hayrides, seasonal lights and decorations, holiday food, and fun events and activities for children. Special Christmas exhibits inside the museum (tickets are required) include the Planetarium presentation, “The Bethlehem Star.”

The “Bethlehem’s Blessings” festivities get under way on Dec. 12, with a chance for the media to get a preview that evening beginning at 5:45 p.m. The live nativity will run from 2 p.m. until close (except on the 24th and 25th) and the seasonal light displays will begin at dusk each day.

The Creation Museum, located near the Cincinnati Airport, is a ministry of Answers in Genesis, a nonprofit Christian organization dedicated to confirming the validity of the Bible from the very first verse. Since its opening in May 2007, the museum has seen over 600,000 visitors, way above anticipated crowds of 250,000 for the first year. The usual museum hours are 10 a.m. – 6 p.m. Monday – Thursday; 10 a.m. – 9 p.m. on Fridays; 9 a.m. – 6 p.m. on Saturdays; and 12 p.m. (noon) – 6 p.m. on Sundays. For the special hours of the “Bethlehem’s Blessings” activities, go to www.CreationMuseum.org.

-30-

Note to Editors: For more information about the Creation Museum or Answers in Genesis, please visit www.creationmuseumnews.com. To arrange an interview with Creation Museum representatives, please contact Melany Ethridge of A. Larry Ross Communications at 972.267.1111 or Melany@alarryross.com. The media’s Christmas preview is Dec. 12, and includes a reception with holiday treats, running from 5:45 p.m. – 8 p.m.; this will also feature a walking tour of the specially created outdoor Road to Bethlehem and live nativity, Christmas planetarium program, and a walk-through tour of the museum after hours.