

New Web Design

by Tiffany Langston, Communications Specialist

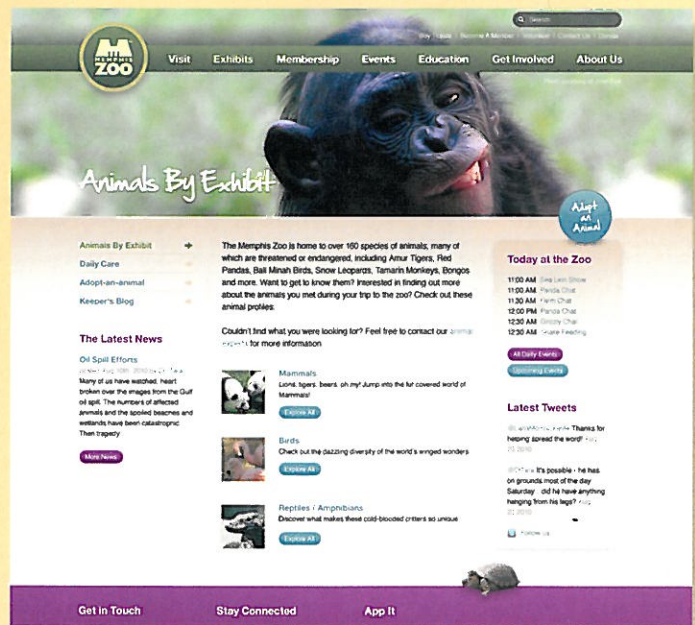
If you've visited memphiszoo.org recently, you may have noticed that our website looks a little different. On October 15, the Memphis Zoo launched a brand new site. We worked with local design company SPEAK! Creative for more than three months to redesign, revamp and reorganize memphiszoo.org from the ground up.

Our new website showcases our animals in a whole new way. We now have a web page for every exhibit, and we are featuring animal photography submitted by Memphis Zoo Facebook fans during our 2010 photo contest.

for the Zoo's gift shops can be found in the "Guest Services" section under the "Visit" tab.

The work our researchers are doing for conservation, as well as all of our conservation publications, can be found under the "Conservation" tab, and anyone looking to volunteer at the Zoo can find information under the "Get Involved" tab.

Buttons at the top of the page make it easier for you to buy tickets to become a member and donate to a variety of Zoo capital campaign and conservation projects. **MA**



We have integrated social media and mobile technology into our website navigation. You can find links to our Facebook page, Flickr account and YouTube channel, along with links to download our mobile app on iPhone and Android devices at the bottom of every page. Also, our tweets roll onto our home page directly from the Memphis Zoo Twitter feed (@memphiszoo).

We have improved organization and made our site easier to navigate. With fewer subpages, visitors to the site can find all the information they need with fewer clicks. Information about wheelchair and stroller rentals, along with concession stand menus and operating hours

"We wanted to create a site that is enjoyable for viewers and allows visitors to access information efficiently. As an innovator in socially integrated attractions, we are confident the Zoo's improved website and its many distinct offerings will improve our overall visitor experience."

— Dr. Chuck Brady
President and CEO of the Memphis Zoo