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INDIANAPOLIS ZOO AND REVOL WIRELESS® LAUNCH CHILD ID PROGRAM AT THE ZOO

The Indianapolis Zoo, in partnership with Revol Wireless®, has initiated a new program that is sure to provide visiting parents of young children peace of mind. The Zoo is now offering a free child ID program that will help to reunite children who become separated from their families. Thanks to partner Revol Wireless, participating families receive a special wristband for their child with the child's first name only and the parent or adult's cell phone number on it. If a separation does occur, this allows Zoo staff to contact the parents immediately in order to bring families back together quickly and with minimal stress on the child.

"The child ID program is an important initiative, and one that Revol Wireless is proud to provide to the families that visit the Indianapolis Zoo," said Michael Beehn, vice president of marketing for Revol Wireless. "Indianapolis residents have shown tremendous support for Revol Wireless and we're pleased to return the favor by supporting the local Zoo and its visitors."

In the height of the summer season, approximately five children at the Zoo become separated from their families each day. This program gives the Zoo's security department and staff the opportunity to contact the parents instantly. In addition, the Indianapolis Zoo is developing family check points throughout Zoo grounds to provide information about the program and how to contact Zoo officials in the event of an emergency. Parents may obtain the child ID wristbands at Guest Services located at the main entrance, and stroller rental and ride ticket locations. Signs on Zoo grounds will also direct visitors on how they can participate in the program.

About Revol Wireless – Revol Wireless, a Cleveland, Ohio-based wireless communications service provider, was founded on the philosophy that reliable wireless service can be affordable. Revol Wireless is an innovative wireless service based on a very simple idea: unlimited talk and text messaging to any number (wireless or landline) for a consistent monthly rate, with no contract. From 2005 to 2007, Revol Wireless' subscriber base grew exponentially, resulting in network and retail expansion throughout Ohio and Indiana. With a continued rapidly growing subscriber base and its own high-quality, all-digital wireless network, Revol Wireless currently offers coverage to more than 7 million people. Today, Revol Wireless offers unlimited service in more than 3,000 cities across the U.S. Revol Wireless continues to expand its reach and has 400 retail stores, including company-owned stores in Ohio and Indiana and more than 450 employees. For more information, visit www.revol.com.

About the Indianapolis Zoo – Located in White River State Park downtown, the Indianapolis Zoo is accredited by the Association of Zoos and Aquariums and the American Association of Museums as a zoo, aquarium and botanical garden. The Indianapolis Zoo will empower people and communities, both locally and globally, to advance animal conservation. Look for the AZA logo whenever you visit a zoo or aquarium as your assurance that you are supporting a facility dedicated to providing excellent care for animals, a great experience for you, and a better future for all living things.