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**FOR IMMEDIATE RELEASE**

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## **CELL PHONE TOURS NEW TO CLEVELAND METROPARKS ZOO**

### **Sponsored by Revol Wireless®**

Make sure your cell phone is all charged up next time you visit Cleveland Metroparks Zoo so you can enjoy a free audio and video tour that highlights dozens of different animals.

New to the Zoo this summer is the Guide by Cell tour, which allows Zoo visitors to use their cell phones to learn more about endangered animals, what goes on behind the scenes at the Zoo and what can be done to save wildlife.

How far does a polar bear walk in its lifetime? How much water does a camel drink? How do zookeepers help keep gorillas healthy? These questions and dozens more are answered by calling (216) 453-3962, ext. 1-26#.

Callers also can download Zoo videos to their cell phones and leave questions and comments on the Zoo's voicemail. There is no additional charge for the calls, but cell phone minutes are used. Just look for Guide by Cell signs throughout the Zoo.

The cell-phone tour is part of the Zoo's effort to educate people about endangered wildlife and the importance of animal conservation. San Francisco-based Guide by Cell Inc. developed the Zoo's audio tour, which is sponsored locally by Revol Wireless.

"The Guide by Cell tour is an important initiative, and one that Revol Wireless is proud to provide to the families that visit the Zoo," said Michael Beehn, vice president of marketing for Revol Wireless.

The Zoo intends to add more stops and new features to the audio and video tour in the near future. More than 2,600 people called in during June and July.

Cleveland Metroparks Zoo is open 10 a.m. to 5 p.m. daily with hours extended to 7 p.m. on weekends and holidays from Memorial Day through Labor Day. Admission is \$10 per person, \$7 for kids ages 2 to 11 and free for children under 2 and Zoo members.

Cleveland Metroparks Zoo . . . Cleveland's Natural Wonder

For more information about revol wireless, please call 1.800.REVOLHQ.

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