

## ***Dinosaurs Alive!* presented by Artis REIT Will Return to Assiniboine Park Zoo Next Year**

For immediate release: Winnipeg, December 1, 2016 – Assiniboine Park Zoo is excited to announce that *Dinosaurs Alive!*® presented by Artis REIT will be returning for the 2017 spring and summer season. The exhibit opened May long weekend to unprecedented crowds and was originally scheduled to close on September 5 and was then held over by popular demand until October 30<sup>th</sup>.

“*Dinosaurs Alive!*® was a huge success and we’re looking forward to bringing it back in 2017,” said Gary Lunsford, Sr. Director, Animal Care & Conservation at Assiniboine Park Conservancy. “This is definitely an exhibit that people like to visit again and again and we saw that this summer. Not only was it a draw for tourists, our local visitors enjoyed it so much that we’re confident people will be excited to see it return for a second year.”

*Dinosaurs Alive!*® drew huge crowds upon opening on May long weekend with the Zoo experiencing its highest visitation numbers on record during a long weekend as far back as records show (1991). The exhibit continued to draw large crowds throughout the summer and fall with more than 335,000 people visiting the Zoo during that time period, an 18% increase over the same period in 2015. Plans to add to the experience for 2017 are in progress with details to come at a later date.

For the 2017 season Artis REIT has returned as the presenting sponsor of the exhibit. “Artis REIT is proud to present *Dinosaurs Alive!* ® to the community and we’re excited to work with the Assiniboine Park Zoo to bring this exhibit back to Winnipeg,” said Jim Green, CFO of Artis REIT.

*Dinosaurs Alive!*® features 15 life-sized animatronic dinosaurs throughout a forested path in the Zoo. The exhibit offers visitors the opportunity to step back in time to the prehistoric era as the lifelike dinosaurs move and roar demonstrating how they may have looked and moved in a natural environment millions of years ago. In addition to the dinosaurs themselves, the exhibit features a dig site and excavation site where children of all ages can discover what it’s like to be a paleontologist.

The exact return date for *Dinosaurs Alive!*® will be determined and announced in the spring. The exhibit was made possible through support from presenting sponsor Artis REIT as well as numerous supporting partners and sponsors.

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