

John Ball Zoo Society

Kym Reinstadler
Reporter
Grand Rapids Press
155 Michigan St. NW
Grand Rapids, MI 49503

October 29th, 2007

Dear Kym,

I recently read your article featuring Grandville third-graders using exercise balls instead of chairs. I have a story idea for you, highlighting another interesting way children can learn.

John Ball Zoo is opening a new bug exhibit on November 1st. At the exhibit, children will have a chance to explore almost any bug imaginable, from ants to worms, to the world's largest tarantula on loan from the Smithsonian Institute. Included in this new exhibit is an indoor butterfly garden housing over 3,000 butterflies. Your readers and their children would be able to enjoy nature and learn about insects during the cold months ahead.

While children seem to be fascinated by bugs, the article could also highlight the education purposes the exhibit serves for adults who are scared of bugs. Many feel sick or scared when seeing certain bugs, yet readers can learn that the exhibit provides a safe way for adults to overcome their fear and learn which bugs can and cannot hurt them.

The exhibit opens November 1st at 6:00 p.m. It will include a movie event featuring Disney film "An Ant's Tale."

I could set up a sneak preview of the bug exhibit the day before the opening which would include an interview with Zoo Director, Joe Smith, as he guides you through the exhibit.

I hope this information has been helpful. Please feel free to contact me at 616.406.6955 or by email at amy@johnballzoo.org if you have any questions.

Best regards,

Amy Sawade
Public Relations Coordinator
John Ball Zoo Society
1300 W. Fulton St.
Grand Rapids, MI 49501