

WHO WILL WIN? THE CLAWS ARE OUT

Chessington World of Adventures & Zoo introduces The Wild Factor

This summer, visitors to Chessington World of Adventures & Zoo will get the chance to experience **The Wild Factor**, an animal show with a twist. Presented in association with The Natural Confectionery Company, the real stars of the show are very different...

Hidden in the heart of the Park is a little piece of Madagascar where up to five personalities are competing to be crowned this year's Zoo Idol! Come and meet Ringo the Lemur and his friends Fidget the Meerkat, Mojo the Macaw, Flower the Skunk and Priscilla the Kookaburra, all wowing the crowd with their amazing natural behaviours.

The show, as well as being lots of fun for all ages, does have a serious side. Supporting the EAZA (European Association of Zoos and Aquaria) 2007 Madagascar campaign, The Wild Factor will inspire the audience to understand in more detail the natural behaviours of these exotic animals, leaving with a greater appreciation for the threats these species face in the wild.

The Wild Factor show runs daily from **21 July to 2 September 2007** on the Market Square Stage– visit www.chessington.com for more information and show times.

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For further information please contact:

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Notes to Picture Editors:

- High Resolution images of Chessington World of Adventures & Zoo are available for the media to download free of charge from www.chessington.com/press

Notes to Editors:

- Chessington World of Adventures & Zoo is part of The Tussauds Group, one of the world's leading leisure and entertainment companies. Tussauds attracts over 14 million customers every year to its famous brands in the UK, which includes Madame Tussauds, Alton Towers, Thorpe Park, Warwick Castle, BA London Eye and Chessington World of Adventures. For further information on The Tussauds Group please visit: www.tussauds.com
- Chessington World of Adventures & Zoo is open from 24 March to 31 October 2007. Certain Chessington Zoo days apply. Visit www.chessington.com for more information.
- (Paragraph from The Natural Confectionery Company)
- The focus of the EAZA Annual Conservation Campaign 2007 will be on Madagascar. The main **targets** of the campaign are:
 - to raise public awareness;

- to collect funds for [conservation projects](#) on the island (fundraising goal: €500.000);
- to promote eco-tourism to Madagascar;
- to promote twinning between EAZA members and National Parks and other protected areas.

For more information, visit <http://www.eaza.net/madagascar/information.html>

- Family ticket to Chessington (2 adults and 2 children under 12) only £63 **when booking in advance on the web**. (On-the-Gate rate is £69 for a Family Ticket.) Check back regularly for sensational offers! Advance booking rates: £22 adults, £15 children (under 12). On-the-Gate Rates: £29 adults, £19 children (under 12).
- Height restrictions may apply on certain rides. Express passes and special offers are available online when booking in advance on www.chessington.com