



M E R I D I A N  
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**FOR IMMEDIATE RELEASE**

January 27, 2010

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### **Meridian Group Named Agency of Record for The Virginia Zoo**

(Virginia Beach, VA) – The Virginia Zoo has selected Meridian Group, a full-service marketing communications firm, as their agency of record for advertising and marketing initiatives.

In the new relationship, Meridian Group will provide strategic branding efforts, creative services, and integrated communications campaigns for The Virginia Zoo.

“The Virginia Zoo chose the dynamic team from Meridian Group to lead our Summer 2010 and grand opening of Asia, Trail of the Tiger ad campaigns because of their creative synergy,” said Greg Bockheim, the director of The Virginia Zoo. “Our team is looking forward to a future of wildly enticing and bold marketing elements from Meridian Group, with its unique and diverse experience and clientele.”

The Virginia Zoo attracts more than 409,000 visitors a year. The Zoo is currently experiencing a renaissance thanks to the recent additions of several attractions like the African Okavango Delta exhibit, the Australian exhibit, the red panda exhibit, and the C.P. Huntington replica Zoo Train, as well as many rare animal births, including Willow the giraffe in October 2009.

#### **About Meridian Group**

Meridian Group is a full-service marketing communications firm that specializes in building top brands through their patented Why Process™ and integrated marketing programs.

Headquartered in Virginia Beach, the agency has served more than 225 clients including STIHL Inc., Wounded Warrior Project, Bon Secours, Volvo Penta North America, and Disney Imagineering.

For more information, visit [themeridiangroup.com](http://themeridiangroup.com).

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