



MEDIA RELEASE

9 November 2010

Hollywood and Khaki collide for Steve Irwin Day celebrations

Join Australia Zoo as we KHAKI IT for conservation!

Crikey! Australia Zoo is set to go off like a frog in a sock to celebrate Steve Irwin Day with the help of some famous friends. Actors Magda Szubanski and Beau Bridges will join Terri, Bindi and Robert Irwin in officially launching the Steve Irwin Day celebrations on Monday 15 November, along with fans and supporters who will make the trek for the fourth annual celebrations.

Steve Irwin Day is a day of celebration of the life and legacy of the original Wildlife Warrior, Steve Irwin. The day aims to celebrate the things that Steve loved most – family, wildlife conservation and fun – while teaching others how they can KHAKIT IT and raising funds for Australia Zoo Wildlife Warriors' conservation projects.

It will be a celebration with a touch of Hollywood, as long-time friends join the conservation celebrations. Having worked with Steve and Terri Irwin in their feature film *Crocodile Hunter: Collision Course*, Magda Szubanski is joining the celebrations by helping to officially open the day, along with Beau Bridges, who acted with Bindi in her feature film debut, *Free Willy: Escape from Pirate's Cove*.

Also helping us celebrate the life of an 'Australian Icon', *Australian Idol* Shannon Noll will ROCK the Crocoseum during a special Steve Irwin Day performance.

-More-

Open every day (except Christmas Day) 9:00am - 5:00pm
Steve Irwin Way, Beerwah, Sunshine Coast, QLD, Australia 4519
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www.australiazoo.com.au





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Australia Zoo will be a buzz with activities, opening the gates at the early time of 8.00am to fit in all of the fun! Come along dressed in khaki to receive 10% off your admission and a free gift (while stocks last), and strut your stuff in the Khaki Catwalk.

Other performers include the Gubbi Gubbi, the Blenders, and Beau Young, and with hands-on workshops to plant seedlings and make possum boxes and information stalls on how to make a difference for conservation, there is something to interest everyone.

The Crusty Demons will be meeting and greeting visitors, with their bikes on display, and kids can get in on the all action too with a special Khaki Kids Wildlife Warriors show.

Find out all the details and how you can get involved at www.australiazoo.com.au. Join us to celebrate the life and legacy of The Crocodile Hunter and KHAKI IT this Steve Irwin Day at Australia Zoo, where Crocs Rule!

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