



Hot91 Turns Khaki!

Australia Zoo Wildlife Warriors and HOT 91 have joined forces for the fourth year running to celebrate Steve Irwin Day 2010 on 15 November, when Hot91 will pay the ultimate tribute by transforming into Steve91.

The transformation will involve replacing the red Hot 91 website with khaki; the easily recognizable logo will be changed; and all on air references (except commercials) will say Steve91.

Khaki is a symbol of Steve Irwin, the original Crocodile Hunter and Wildlife Warrior, and Australia Zoo continues Steve's legacy everyday by KHAKI'ing it!

Terri Irwin said "Ongoing support is the reason Australia Zoo Wildlife Warriors has been able to continue and expand Steve's important conservation work", said Terri.

Breakfast team Todd & Sami will also broadcast live from Australia Zoo on Steve Irwin Day to kick off this special day, where all funds raised go directly to supporting the Australia Zoo Wildlife Hospital.

Turning khaki in preparation for the celebrations, Todd & Sami got to see first hand all of the awesome work that Australia Zoo and Wildlife Warriors do for animal conservation.

"The work of the Australia Zoo Wildlife Hospital is so important to the preservation of these beautiful animals and to ensure that our kids and grandkids can get to see them in the wild. We're happy to do whatever we can to help out", said Sami.

As thousands of Australians are set to honour the memory of Steve Irwin and his conservation work for Steve Irwin Day, it's a timely reminder of how we can all make a difference.

This day is a day to come together to celebrate the extraordinary life of the one and only Crocodile Hunter – Steve Irwin.

Celebrate Steve Irwin Day by wearing khaki and making a donation to Australia Zoo Wildlife Warriors. 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!

When- This Monday - 15 November

Where- HOT 91.1 FM OB

at Australia Zoo

When- launching from 6.00am

For further information contact:

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