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"Boo at the Zoo" at Buttonwood Park Zoo in New Bedford, MA 10/17-19 and 10/24-26 from 6 to 9 pm.

Buttonwood Park Zoo's annual "Boo at the Zoo" promises Halloween fun for the entire family from 6-9pm on Friday, Saturday, and Sunday, October 17-19 and October 24-26.

NEW BEDFORD, MA, October 09, 2008 **/24-7PressRelease/** -- Buttonwood Park Zoo's "Boo at the Zoo" will take place this year on October 17-19 and 24-26. The event runs from 6 to 9pm each evening. "Boo at the Zoo" is sponsored by Bristol County Savings Bank. The whole zoo will be filled with fun Halloween decorations and is the ideal way for families to celebrate Halloween together.

"Boo at the Zoo" features candy treat stations, a hay maze, a Friendly Haunted Forest (for younger children), a Batman Haunted House (for older kids), a lighted pumpkin patch, wagon rides and train rides, a gruesome touch table, and Kids' Craft Time. Halloween specialty items will be available in the Bear's Den Caf and North Woods Gift Store.

The proceeds from "Boo at the Zoo" support the Zoo's educational and family programs. Admission is as follows: Zoo Members: \$5 adults, \$3 children; Nonmembers: \$9 adults, \$7 children; under 3 free. For more information, visit www.bpzoo.org. Buttonwood Park Zoo is located at 425 Hawthorn Street, New Bedford, MA 02740.

Bristol County Savings Bank

Bristol County Savings Bank is a full service financial institution offering commercial lending, personal and business banking, and mortgage services. The key words at Bristol County Savings Bank are: "Commitment, Stability, and Community," values that are combined with state-of-the-art technology to meet the needs of its customers. A dedicated local community bank for over 160 years, Bristol County Savings Bank is actively involved in giving back to all the communities it serves both through financial support and the volunteerism of its people.

Founded in 1846, Bristol County Savings has \$1.2 billion in assets, with 244 employees in Southeastern MA and RI. The Bank's 10 full service banking offices are located in: Taunton, MA (2); Raynham, MA (2); Rehoboth, MA; Attleboro, MA; North Attleborough, MA; Franklin, MA; Dartmouth, MA; and Pawtucket, RI. Three loan production offices are located in Taunton, MA, Fall River, MA and in Providence, RI; and two Educational Branch Offices at Taunton High School and Attleboro High School.

The Main Office and Corporate headquarters of Bristol County Savings Bank are located on Broadway in Taunton, MA. For additional information please call 508-824-6626, or visit www.bristolcountysavings.com.

About PR Works

Serving small to mid-sized clients, we often act as a "quarterback" to generate "new business" on a consistent basis. We look at what tools are necessary to surround your best potential customers with positive messages.

In addition to creating "news" opportunities, we are marketers and writers. Thus, we take a look at the "big picture" of how to generate new business for you. This might include new sales materials, publicity, a direct mail campaign, a micro telemarketing unit, or updating the content on your website.

Our clients seem to like the fact that:

1. Seasoned professionals work directly with them and on their account.
2. Our bandwidth of contacts rivals the big boys.
3. Our fees are reasonable.
4. We are almost human compared to our competition.

PR Works for you to generate new leads, greater visibility and new opportunity thru:

- Strategic PR planning
- News Releases
- Feature Stories
- Newsletters
- Brochures & Sales Materials
- TV & Radio Appearances
- Media Coaching
- Case studies
- Grand Openings
- Advertising
- Telemarketing
- Website strategy and content
- Direct Marketing

PR Works. Allow us to show you how it can work for you.