

GEICO Gecko Tours Zoos and Aquariums

Live gecko exhibit highlights wildlife conservation.

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The Association of Zoos and Aquariums, GEICO and the San Diego Zoo kicked-off a nationwide tour featuring a live gecko exhibit, the popular GEICO Gecko costume character and a series of animated television commercials.

"We are proud to support the work of AZA-accredited zoos and aquariums," said GEICO Chairman Tony Nicely. "Our Gecko has proven to be a powerful spokescreature for our auto and motorcycle insurance products. Now he's taking on an additional assignment to help promote the wildlife conservation work done by zoos and aquariums across America."

The traveling GEICO Gecko exhibit is located in the San Diego Zoo's Children's Zoo from January 5 to February 17, 2008, and features giant day geckos. Day geckos are a unique group of lizards native to Madagascar and the Indian Ocean islands.

Visitors will have the chance to meet the GEICO Gecko costume character at the Zoo every weekend the exhibit is there. The San Diego Zoo is open every day from 9 a.m. to 4 p.m.

"The world famous San Diego Zoo is happy to host the iconic GEICO Gecko," said San Diego Zoo CEO Douglas Myers. "It's a great time of year to come to the Zoo, and it's always a great time to learn about what zoos are doing to help animals."

The three-year partnership between GEICO and the Association of Zoos and Aquariums will take the traveling GEICO Gecko exhibit to zoos and aquariums across the United States. At each stop GEICO will make a contribution to wildlife conservation. GEICO will also be a lead sponsor for the association's Earth Day Party for the Planet. The GEICO Gecko is already using his star power on behalf of zoos and aquariums, with television and radio appearance highlighting his wild cousins.

The GEICO Gecko exhibit was created by Clyde Peeling's Reptiland, a zoo specializing in reptiles and amphibians.