



## For Immediate Release

### **Birmingham Zoo and Red Diamond Coffee & Tea Introduce New Electric Train**

*Battery Powered, Environmentally Friendly Red Diamond Express to Create New Memories*

BIRMINGHAM, AL- [Red Diamond Coffee & Tea](#) is excited to announce the unveiling of an enhanced train experience at the [Birmingham Zoo](#) with the arrival of the newest Red DiamondExpress train, “Tea”.

“Red Diamond has been a proud partner to the Birmingham Zoo for nearly 15 years. We donated our first train, Coffee, in 2008 and are thrilled to continue our partnership with this latest addition,” said Emily Wood Bowron, Red Diamond’s Vice President of Strategic Marketing. “This state-of-the-art, electric, battery-powered train arrived just in time for summer and provides guests with a panoramic view of the zoo while offering animal facts, conservation info and educational messages through new, integrated audiovisual technology.” The train is American made in Wichita, Kansas by [Chance Rides](#).

The total donation from Red Diamond includes the new train, an AV package in the train, retrofitting AV into the existing train, AV for the queue line/depot, along with improved signage leading up to and throughout the train station.

“We’re excited for the Birmingham Zoo and their guests,” said Heidi Knotts, Marketing Manager for Chance Rides. “With zero emissions and eco-friendly operations, our award-winning Electric C.P. Huntington model is the perfect choice for the Birmingham Zoo’s new Red Diamond Express train.”

The new Red Diamond Express is one of a kind. Here are interesting facts that make this train especially unique:

- The lithium-ion battery powered model produces zero emissions and has no fuel costs, reducing the carbon footprint.
- An integrated audiovisual program presents educational messages, conservation information, and animal facts for the duration of the ride.
- An audio system mimics the sounds of a steam engine train; this is necessary because the electric train doesn’t make detectable noise.
- Capable of supporting one wheelchair passenger + 52 adults + 26 children or 104 smaller children (4 per bench seat).
- The ultimate speed for the greatest satisfaction of its passengers is 5-6 MPH.
- Locomotive weighs 6,100 lbs. and the coaches (empty) weigh 3,300 lbs.
- Building of the new train took 32 weeks.

Guests from around the Southeast come to see the many animals at the Birmingham Zoo, play at the splash pad, ride the Red Diamond Express Trains “Coffee” and “Tea”, and so much more.

From Trails of Africa to the Children's Zoo and everything in-between, the Birmingham Zoo features animals from all over the world, with educational signage highlighting the Zoo's amazing animal care, conservation initiatives, and Species Survival Plans.

Chris Pfefferkorn, Birmingham Zoo President & CEO, emphasized, "We couldn't do what we do without partners like Red Diamond Coffee & Tea. As a non-profit, we count on investments like this from our community to ensure our guests have the most enjoyable and impactful experiences possible relating to wild animals and wild places. We're especially eager to continue enhancing our Zoo with environmentally friendly additions like this beautiful, new train, helping us live out our Mission: *Inspiring Passion to Conserve the Natural World.*"

The Birmingham Zoo welcomes visitors year-round and its 122-acre site is home to 550 animals of 180 species and endangered species from six continents. The Red Diamond Express is the ideal way for visitors to see the sights and sounds of one Alabama's most popular attractions.

Red Diamond is a family-owned, Birmingham-based, 116-year-old coffee and tea company providing superior products to fine hotels, restaurants, offices, institutions, and homes across the United States. "As the second oldest coffee and tea company in the country consistently owned and operated by the same family, we strive to make a lasting impact in all that we do from both a business and community standpoint," said William A. Bowron, Jr., Chairman, President, and Chief Executive, Red Diamond Coffee & Tea. "This new train will bring incredible technological and educational advances to the Birmingham Zoo's offerings for guests of all ages. There is nothing more rewarding than friends and families making memories on the Red Diamond Express."

Here is a link to b-roll and photos of the new Birmingham Zoo train: [Birmingham Zoo Unveils New Battery-Operated Train.](#)

### **About Red Diamond**

At Red Diamond, perfection is our craft, real coffee, and tea – our creed. It drives everything we do. Our family has painstakingly sourced and crafted the finest blends of coffee and tea for five generations, and our products can be found everywhere from restaurants and cafes to grocery stores and homes all around the country. From one generation to the next, from field to final sip, we take the extra care you deserve. No shortcuts. No compromises. Just real, fresh coffee and tea. Guaranteed. Visit [www.reddiamond.com](http://www.reddiamond.com) for more information.

### **ABOUT THE BIRMINGHAM ZOO**

The Birmingham Zoo is an independent, not for profit, 501(c)(3) organization and is accredited by the Association of Zoos and Aquariums (AZA).

### **OUR MISSION** *Inspiring Passion to Conserve the Natural World*

Approximately 550 animals of 195 species call the Birmingham Zoo, "home", including sea lions, zebras, rhinos and endangered species from six continents. The Birmingham Zoo is a non-profit and is open Wednesday through Sunday from 9am to 5pm, except during special, seasonal, and extended hours. Regular admission is \$17\* for adults and \$14\* for senior citizens and military and \$12\* for children ages 2-12 (\*Price not including tax). All Birmingham Zoo Members and children under two-years-old receive free admission. The Birmingham Zoo is the only AZA accredited Zoo in the state of Alabama.

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