



ARIZONA-SONORA  
**DESERT  
MUSEUM**

## **FOR IMMEDIATE RELEASE**

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### **DESERT MUSEUM INDUCTED INTO TRIP ADVISOR'S HALL OF FAME**

Tucson, AZ (June 22, 2015)—Recognized for excellence for five consecutive years by TripAdvisor®, the Arizona-Sonora Desert Museum is in the first group of inductees into the new Certificate of Excellence Hall of Fame. TripAdvisor marked the fifth year of the Certificate of Excellence by creating the Hall of Fame to honor businesses that have received the Certificate of Excellence consecutively for five years.

The Desert Museum carries a TripAdvisor rating of five out of five, and is listed on the site as number one of 271 things to do in Tucson. The award recognizes a commitment of excellence worldwide and is given to accommodations, restaurants, and attractions listed on TripAdvisor that consistently achieve outstanding traveler reviews.

To qualify for a Certificate of Excellence, a business must maintain an overall TripAdvisor rating of at least four out of five, and meet standards of quality and quantity of current reviews and opinions over a 12-month period. A business's tenure and ranking on the TripAdvisor Popularity Index is also considered.

"It's rewarding to be recognized on the TripAdvisor site with consistent praise and recognition by travelers," said Craig Ivanyi, the Desert Museum's executive director.

(more)

"Being inducted into the Certificate of Excellence Hall of Fame reinforces our mission to inspire people to live in harmony with the natural world by fostering love, appreciation, and understanding of the Sonoran Desert," he added.

In 2014, TripAdvisor named the Desert Museum as one of the top 10 museums in the United States. The Museum's Desert Loop Trail was also honored this year as one of USA Today's 10Best Zoo Exhibits in the United States.

Focused on the Sonoran Desert region of the United States and Mexico, the Arizona-Sonora Desert Museum is a fusion experience: Zoo, botanical garden, art gallery, natural history museum and aquarium. Set on 98 acres, the Museum is home to 230 animal species, 56,000 individual plant specimens, two miles of walking paths and one of the world's most comprehensive regional mineral collections. The Desert Museum is actively involved in education, conservation, and research programs to help preserve the Sonoran Desert region.

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*The Arizona-Sonora Desert Museum is one of the nation's leading outdoor, living museums, featuring more than 230 animals and 1,200 varieties of desert plants. Its purpose is to inspire people to live in harmony with the natural world by fostering love, appreciation, and understanding of the bi-national, Sonoran Desert region. The museum is located at 2021 N. Kinney Road, in Tucson Mountain Park adjacent to Saguaro National Park (West). It is open daily year round with operating hours varying by season. Call (520) 883-2702 or visit [www.desertmuseum.org](http://www.desertmuseum.org) for more information.*