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ZooTampa at Lowry Park Brings On Powerhouse Southern Strategy Group

TAMPA, Fla. (June 2, 2018) After a thorough search committee led process, ZooTampa at Lowry Park proudly welcomes renowned lobby firm Southern Strategy Group as their newest strategic partner. Southern Strategy Group is a full-service lobbying firm based in Tallahassee, with a regional office in Tampa.

“We are thrilled to partner with ZooTampa at Lowry Park, a crown jewel in the City of Tampa. The Zoo is a true leader in species conservation in our state. We look forward to playing a part in ZooTampa’s mission to protect animals both locally and globally,” said Seth McKeel, managing partner of Southern Strategy Group.

With more than 20 years of experience, the firm has offices throughout Florida in Tallahassee, Jacksonville, Orlando, Tampa Bay, and Miami. Political reporters in the Sunshine State have referred to the agency as “the most powerful lobbying firm in Florida.” After an extensive and comprehensive search for a public affairs agency by the Zoo, it selected Southern Strategy group to lead their government affairs goals.

“We are excited to welcome Southern Strategy Group as an integral partner. The Southern Strategy Group team has deep local roots and a statewide presence. Southern Strategy Group will be a key contributor in accomplishing our visionary goals for the future,” said Joe Couceiro, the Zoo’s Chief Operating Officer.

The Zoo offers guests exceptional personalized experiences that connect people with wildlife and each other in fun, immersive ways. ZooTampa has joined TripAdvisor’s Excellence Hall of Fame, making it one of the most popular Zoos in the southeastern U.S., with over one million visitors annually.

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About Southern Strategy Group

Southern Strategy Group has the longest and best track record of any lobbying firm in Florida and was founded on the core principles of knowledge, powerful advocacy, and client service. The firm this year celebrates its 20th anniversary, and in that time has assembled a large team of seasoned professionals—most of them drawn from the highest ranks of state and local government and politics—who are steeped in a tradition of client service and effective advocacy. Southern Strategy Group is a lobbyist-owned firm and is delivering results with five regional offices around the state of Florida including Tallahassee, Tampa Bay, Orlando, Miami and Jacksonville. For more information, visit www.sostrategy.com or call (813) 563-4100.

About ZooTampa at Lowry Park

ZooTampa at Lowry Park is operated by the Lowry Park Zoological Society, an independent 501(c)(3) charitable organization committed to excellence in conservation, education, recreation and research. The Zoo is accredited by the Association of Zoos and Aquariums (AZA) and is featured among the “Top 25 Zoos in the U.S” by TripAdvisor (2015). The Zoo is located at 1101 W. Sligh Avenue in Tampa, and is open seven days a week, from 9:30 a.m. to 5 p.m. with extended hours for select events. Parking is free. For more, visit www.ZooTampa.org or call (813) 935-8552. Also, find the Zoo on [Facebook](#), [Instagram](#) and [Twitter](#).