



ARIZONA-SONORA
**DESERT
MUSEUM**

MEDIA RELEASE

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Naming Contest Announced for Desert Museum's New Mountain Lion Cub

Tucson, AZ (May 20, 2013) The Arizona-Sonora Desert Museum welcomes a new resident mountain lion on May 20, 2013. The mountain lion has been an iconic symbol of the Desert Museum for many years and in the past the Museum's male mountain lions have always been named George L. Mountainlion.

"The Museum will continue to embrace this tradition using the iconic image and name, however, the reigning George L. has retired and this cub needs a name. So, the decision was made to invite the community to help the Museum name the new cub," states Executive Director, Craig Ivanyi. Fans of the museum are invited to participate in the cub's naming contest which begins today.

The winner will receive a personalized gift from the mountain lion cub and a complimentary annual family membership to the Museum. Entry forms can be found at www.desertmuseum.org. The deadline for entries is 11:59 p.m. on June 21. The Top 5 finalists will be invited to a special celebration to be held on July 6th where the winning mountain name will be announced.

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Name submissions must be male or unisex and also include one of the following criteria:

1. Reflect the Desert Museum's mission;
2. Relate to the Sonoran Desert;
3. Relate to the scientific name for mountain lion (*Puma concolor*); or
4. Be inspired by names created by former Museum educator, Hal Gras.

For complete contest rules those interested are encouraged to visit the Museum's website.

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 for more information.