



For Immediate Release

Houston Zoo Empowers Visitors with New FuelRod Mobile Charging Service

FuelRod Power-Ready-To-Go SwapBox™ Kiosks Allow Zoo Guests to Recharge their Apple® or Android™ Devices On the Go

SAN DIEGO — August 29, 2018 — Tricopian, Inc., a San Diego, California-based developer of the innovative FuelRod mobile charging service for smartphones and tablets, is pleased to announce that its innovative charge on-the-go service is now available at convenient SwapBox kiosks at the Houston Zoo. To celebrate this new location, users can enjoy 10% off the purchase of a FuelRod kit at any U.S. kiosk using the code TEXAS through Sept. 3, 2018.

Every day, the Houston Zoo creates lasting memories that inspire people to protect animals – both around the world and in their backyards. With 6,000 animals to meet, keeping smartphones and tablets ready for the next great adventure is essential. Now, thanks to FuelRod, park visitors can charge up their smartphones or tablets on the go and be ready for photos, videos and connecting with family members.

At the SwapBox kiosks, customers simply purchase a FuelRod portable charging kit complete with connection cables and charge-up. By swapping a used FuelRod for a fully recharged one at any kiosk anywhere in the network, users have the convenience of keeping their devices powered on the go.

The compact rechargeable FuelRod chargers will substantially charge a standard iPhone or Android phone or provide a useful boost for the average iPad or tablet. Each FuelRod kit is priced at just \$30 and can be exchanged at any FuelRod kiosk throughout the Houston Zoo, Houston airports and popular locations around the world. Once the battery is depleted, the FuelRod can be recharged using a USB connection or may be exchanged or “Swapped” at any FuelRod kiosk for a fresh – fully charged FuelRod.

“The FuelRod kiosks are a wonderful addition to our zoo and provide a helpful service for our visitors,” said Hunter Halbert, Director of Corporate Partnerships. “As the second most-attended zoo in the country with 55 acres and more than two million visitors annually, we are pleased to

offer the convenience of mobile charging to help our visitors capture all of the special moments of our zoo without missing a beat.”

At the Houston Zoo, the colorful self-serve FuelRod kiosks can be found at the Albert and Ethel Herzstein Trading Post, Gift Shop and Swap Shop.

“We’re very excited to add the Houston Zoo to our growing portfolio of park locations, including the San Diego Zoo and San Diego Zoo Safari Park,” said FuelRod co-founder Joe Yeagley.

“Allowing zoo goers to unplug from a wall or charging station gives them more freedom to take advantage of all the fun and unique experiences zoos have to offer. Also, our Power Ready-to-Go mobile charging service is available at both William P. Hobby and George Bush airports in Houston.”

The FuelRod service is an easier way to charge up and stay connected without the need to be tethered to an electrical outlet or crowded charging station. Power-Ready-to-Go charging from FuelRod provides for a freer and more relaxed experience that better enables people to stay connected and shop, dine and relax as they move through animal theme parks, amusement parks, airports, convention centers, sports arenas, and more.

FuelRod SwapBox kiosks at a growing number of locations in the U.S. and Europe. In addition, FuelRod chargers can be purchased online at www.fuel-rod.com. FuelRod can be found on Twitter [@FuelRodPower](https://twitter.com/FuelRodPower) and on Facebook at [FuelRodPower](https://www.facebook.com/FuelRodPower).

About Tricopian, Inc.

San Diego, California-based Tricopian, Inc. develops efficient and environmentally conscious solutions that provide power for portable battery-operated devices. Founded in 2011, the company offers battery solutions servicing a wide range of product applications from cell phones and tablets, to flashlights and remote-control toys. FuelRod™ is designed and manufactured by Tricopian, Inc. providing an innovative portable charging program that keeps batteries out of landfills to support a cleaner, more productive planet. For more information visit: www.fuel-rod.com.

About Houston Zoo.

Founded in 1922 and operated by the not-for-profit Houston Zoo, Inc., the Houston Zoo connects communities with animals inspiring action to save wildlife. Set in a 55-acre lush tropical landscape, the zoo is home to more than 6,000 exotic animals representing more than 800 species. The Houston Zoo is located at 6200 Hermann Park Drive in beautiful Hermann Park. The zoo is open daily at 9 a.m. and closed Thanksgiving and Christmas Day. www.HoustonZoo.org

The Houston Zoo is accredited by the Association of Zoos and Aquariums (AZA). Look for the AZA logo whenever you visit a zoo or aquarium as your assurance that you are supporting a facility dedicated to providing excellent care for animals, a great experience for you, and a better future for all living things. With 228 accredited members, AZA is a leader in global wildlife conservation, and your link to helping animals in their native habitats.

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