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Contact: Marilyn Padilla/Stefani Green
Aquarium of the Pacific
(562) 951-1684 / (562) 951-3197
mpadilla@lbaop.org / sgreen@lbaop.org
Digital Images Available Upon Request

AQUARIUM OF THE PACIFIC CELEBRATES ITS 10TH ANNIVERSARY AND DEBUTS NEW OCEAN ON THE EDGE EXHIBITION JUNE 13, 2008

Join in on the year-long party, and learn how to protect our ocean planet

May 27, 2008, Long Beach, Calif.—More than 12 million people have visited it. Over 12,500 animals call it home. Its cultural festivals unite diverse ethnic communities. It brings together scientists, decision-makers, and the public to address pressing environmental issues. It's the first in the museum or aquarium industry to become a Climate Action Leader™. The nonprofit Aquarium of the Pacific has evolved beyond a traditional aquarium since it opened in 1998 and is now celebrating 10 years of ocean adventure and education. The public is invited to join in on the Aquarium of the Pacific's 10th Anniversary Celebration from June 13, 2008 through May 30, 2009.

Through new exhibits on the most pressing ocean environmental issues, an Aquarium tribute film, interactive animals, educational programs, music performances, and daily prize giveaways and promotions, people of all ages can join in on the year-long party and learn how to protect our ocean planet. "Throughout our celebration, we hope to entertain, inspire, educate, and empower people to get involved in protecting our World Ocean," said Jerry Schubel, Aquarium of the Pacific president & CEO.

The Aquarium will also highlight its 10 most popular animals, and visitors will have the chance to learn insider stories about animals that have been at the Aquarium from the beginning. Throughout the summer, the Aquarium will feature 10 music performances daily, including surprise musical shows by Pacific Percussion. All guests visiting the Aquarium during its celebration will receive a 10th anniversary commemorative visitor guide, featuring pages to emboss with images of many of the Aquarium's most beloved animals.

After visiting the Aquarium's many marine mammals, fish, and birds, guests can learn how to help these species in the wild by protecting the ocean we all depend on. The Aquarium of the Pacific's new *Ocean on the Edge* exhibition and guest speaker series will enable the public to learn about the top 10 environmental issues currently facing our ocean, the impacts on people and animals, and how they can help. "The Aquarium has made it a priority to provide leadership in enhancing public ocean knowledge at regional, state, and national levels," said Schubel.

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The gallery features new exhibits on the top 10 ocean environmental issues, including ocean health and human health, global climate change, loss of wildlife diversity, and ocean trade. Sea jellies, corals, and fish are included in the gallery. The Aquarium will also be highlighting program animals that are part of the *Ocean on the Edge* theme, including a desert tortoise, bearded dragon, blue-tongue skink, and Sulphur-crested cockatoo. Aquarium biologists will bring these animals out daily to interact with guests in order to tell them about the environmental issues affecting their populations in the wild.

Another way people can learn more is through the year-long *Ocean on the Edge* Speaker Series, featuring top experts from around the nation covering the most pressing issues facing our ocean today. The series will kick off on June 17 with an overview of the current state of the ocean by Pulitzer-prize environmental writer Kenneth Weiss. From a short film in fairytale genre to discussions about current water quality at local beaches, there will be talks for all interests and ages. The presentations will be FREE for students with advance reservations and valid I.D. "Whether it's choosing local products to reduce carbon footprints or supporting conservation of coral reefs, we hope to provide visitors with a variety of ways to get involved," said Schubel.

Before visiting the Aquarium during its anniversary, the public is invited to find out about and take advantage of special discounts and promotions. Anyone born on the 10th of any month will receive general admission to the Aquarium for only \$10 with a valid I.D. or birth certificate throughout the celebration. Also, from June 22 through August 31, 2008, the Aquarium will extend its hours until 10 p.m. on Sundays. Visitors can call or visit the Aquarium's Web site to find out more. And the party does not end at the Aquarium. The entire city of Long Beach will also be celebrating the Aquarium's anniversary. To find out about these Long Beach events and promotions, visit the Long Beach Convention & Visitor Bureau website at www.PartyLikeASeaStar.com.

The Aquarium of the Pacific, a not-for-profit institution, is dedicated to instilling a sense of wonder, respect, and stewardship for the Pacific Ocean, its inhabitants, and ecosystems. It is the fourth largest aquarium in the nation and is visited by 1.4 million people annually. The Aquarium houses over 550 different species and features a variety of both on- and off-site programs to engage the public in ocean conservation and environmental education. These programs include the Aquarium on Wheels outreach programs for low-income inner city school students and cleanups efforts to help local wildlife. The Aquarium of the Pacific is one of the top aquariums in the nation and is ranked as one of the top two Los Angeles cultural attractions. The latest *Zagat U.S. Family Travel Guide* rated the Aquarium of the Pacific as #2 Los Angeles area Family Destination. The Aquarium is open daily from 9 a.m.-6 p.m. and is located at 100 Aquarium Way in Long Beach, Calif. For more information, the public may visit www.aquariumofpacific.org or call 562-590-3100.

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