



Contact: Marilyn Padilla / Adrian Samora / Claire Atkinson
Aquarium of the Pacific
(562)951-1684 / (562) 951-1684 / (562) 951-3197
mpadilla@lbaop.org / asamora@lbaop.org / catkinson@lbaop.org
Digital Images/B-Roll Available Upon Request

FOR IMMEDIATE RELEASE

AQUARIUM OF THE PACIFIC HOSTS 13TH ANNUAL BAJA SPLASH CULTURAL FESTIVAL THE WEEKEND OF SEPTEMBER 27 and 28, 2014

Aquarium's festival celebrates National Hispanic Heritage Month and features dance and music performances, bilingual environmental programs, arts and crafts, and more

(August 25, 2014 Long Beach, Calif)—In celebration of National Hispanic Heritage Month and Mexican Independence Day, the Aquarium of the Pacific will host its 13th annual Baja Splash Cultural Festival on Saturday and Sunday, September 27 and 28, 2014 from 9 a.m.-5 p.m. This event will feature bilingual environmental educational programs, including underwater presentations with divers, presentations with biologists from Baja, and sustainable seafood cooking demonstrations (all in Spanish and English), as well as traditional dance, crafts, music, interactive children's programs, ethnic food, films, and much more.

Latin American folk dance performances, Aztec dancers, mariachi musicians, and other entertainers will perform in front of the Aquarium's tallest exhibit, the Honda Blue Cavern—home to leopard sharks, giant sea bass, rays, and other denizens of the deep. Guests can witness colorful dances from Mexico, Guatemala, El Salvador, Peru, Panama, Columbia, Cuba, and beyond. The Aquarium's Marine Life Theater will feature interactive Central and South American music programs for all ages and sustainable seafood cooking demonstrations in conjunction with the Aquarium's Seafood for the Future program. There will also be children's crafts and ocean mural painting. Ethnic cuisine will be available for purchase in Café Scuba. During the festival, guests can win tickets to the Museum of Latin American Art (MoLAA) and participate in crafts with the museum.

Baja Splash highlights Mexico's Gulf of California, which is one of the most important wildlife havens in the world. Through special bilingual presentations with World Wildlife Fund Mexico in the Aquarium's Ocean Theater (at 1:00 p.m. each day of the festival), biologists traveling from Baja will share their stories and updates about this fragile ocean environment. Visitors can also learn more about this important ecosystem, the threats facing it, and how they can help exploring the Aquarium's Gulf of California exhibition created in conjunction with WWF Mexico and through special screenings of the film *Sea on the Edge*.

Seafood for the Future is partnering with Trace & Trust, Catalina Offshore Products, and SAVOR... to showcase responsible seafood and the flavors of Baja at the festival. The bilingual cooking program will take guests on the journey of the fish from the responsible fishing cooperative that harvested them off the Pacific

coast of Baja to the presentation on the plate. Guests will learn how to prepare the colorful and healthy seafood dish at home for their families during this program, which takes place at 12:30 p.m. on both days.

Baja Splash Cultural Festival, page 2

The Aquarium of the Pacific, a nonprofit institution, is home to over 50 exhibits that are home to a variety of animals found throughout the Pacific Ocean. The Aquarium is open daily from 9 a.m.-6 p.m. and is located at 100 Aquarium Way in Long Beach, Calif. General admission is \$28.95 for adults (12+), \$25.95 for seniors (62+), \$14.95 for children (3-11), and free for children under age three and Aquarium members. For advance tickets and information, the public may visit www.aquariumofpacific.org or call (562) 590-3100.

Facebook.com/AquariumofthePacific / Twitter: @AquariumPacific / YouTube.com/AquariumofthePacific

###