



MONTEREY BAY AQUARIUM

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MONTEREY BAY AQUARIUM

NEWS RELEASE

FOR IMMEDIATE RELEASE

November 7, 2006

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GET 'WILD ABOUT OTTERS' IN 2007 AT THE MONTEREY BAY AQUARIUM

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*Special exhibition opens in March; visitors can enjoy extended hours on summer weekends*

Explore the fun and fascinating world of otters – from sea to freshwater – when *Wild About Otters* debuts at the Monterey Bay Aquarium on March 31, 2007. Visitors will meet eight freshwater otters as they embark on a multi-sensory adventure into the lush world of remarkable tropical fishes, reptiles and plants, exploring five different galleries and an intriguing array of live exhibits and interactive displays.

There will be more time to enjoy the new exhibition and everything else the aquarium has to offer on summer weekends with the debut of extended hours – until 8 p.m. – each Saturday and Sunday from Memorial Day weekend through Labor Day weekend (May 26 through September 3).

Summer programs, including sailing and SCUBA adventures, also begin on Memorial Day weekend, and a new permanent exhibit about cutting-edge deep sea research taking place in Monterey Bay will open in September 2007.

But there's no question who the stars of 2007 will be.

*Wild About Otters* will feature four African spotted-necked otters and four Asian small-clawed otters in exhibits that represent the native lake and river habitats of these lively animals. Both species are sleek, curious and extremely active. Visitors are likely to see an entertaining range of behaviors, from elaborate water play to ambush games. Interactive graphic panels will tell the otters' personal stories through the use of caretaker's journals, still images, video clips narrated by actor John Cleese, touchable models and other displays.

From opening day, the acclaimed aquarium has been home to threatened California sea otters, and the sea otters' story is a part of *Wild About Otters*, too. The \$3.6 million special exhibition, which is scheduled to run into 2010, marks the first time that mammals other than sea otters are the focus of an exhibit at the aquarium.

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## ***WILD ABOUT OTTERS – MONTEREY BAY AQUARIUM – Page 2***

And visitors will be treated to 30 other new and unusual species of animals and plants never before exhibited at the Monterey Bay Aquarium. They include vine snakes, exotic frogs, cichlids, betas, glass catfish, gouramis, killifish, butterflyfish and archerfish, which spit a jet of water to dislodge unwary prey in trees and plants above the water's surface – sometimes scoring a hit at distances up to four feet away.

Other highlights in 2007 at the nation's No. 1 aquarium include an extended run of *Jellies: Living Art*, the award-winning special exhibition that has captivated millions of visitors since 2002 with its celebration of the aesthetic beauty of living jellies from around the world. It's unique combination of artwork and live jellies earned exhibit honors from the American Association of Museums and the Association of Zoos and Aquariums.

The aquarium has extended *Jellies'* run into 2009 because of its tremendous popularity. Fascinated visitors praise the unique blend of stunning live exhibits and intriguing art, which includes a large installation by renowned glass artist Dale Chihuly. One highlight is a walk-through "tunnel" that surrounds visitors with hypnotic music and hundreds of swarming moon jellies.

Summer visitors will find a full lineup of "Aquarium Adventures" programs, including behind-the-scenes tours, "Science Under Sail" and "Evening Breezes" sailboat excursions on Monterey Bay, the "Underwater Explorers" modified SCUBA program for kids age 8 to 13 in the aquarium's Great Tide Pool exhibit, and more. Daily deck programs feature live animals and engaging conservation stories; many involve costumes or other hands-on participation.

Daily auditorium programs featuring high-definition video clips take visitors into the deep sea and into waters around the world to learn about sharks, jellies and the importance of sustainable seafood for healthy oceans. New in 2007 will be "You Otter Know," an interactive program that will teach visitors about sea otters in a lively, game-show-style format.

Visitors to *Wild About Otters* will learn more about sea otters, and how these icons of California's Central Coast compare to freshwater otters. At the entrance to *Wild About Otters*, exhibits overlooking Monterey Bay will share stories of local sea otters and highlight the work of aquarium researchers who study them in the wild.

*Wild About Otters* will show how wild otters – just like the popular sea otters at the aquarium, and people around the world – need clean water to thrive and survive. Conservation messages about how lakes, rivers and oceans are connected will also be shared with visitors in video clips narrated by actor and wildlife conservation advocate John Cleese.

The Monterey Bay Aquarium is only one of five accredited aquariums and zoos in the United States to exhibit African spotted-necked otters. This species is known for its animated water play and high-speed chases. While Asian small-clawed otters are more common at American zoos and aquariums, they're always visitor favorites.

### ***WILD ABOUT OTTERS – MONTEREY BAY AQUARIUM – Page 3***

One colorful gallery will introduce visitors to all 13 species of otters found throughout the world – from the giant otters of South America to North American river otters. The gallery will include some life-sized models, video and audio clips, educational games and more.

In the Discovery Art Room, families can create detailed scrapbooks as souvenirs of their *Wild About Otters* experience. This room also includes a live exhibit of exotic frogs, which may include the wide-mouthed Bornean horned frog, the web-toed Chinese gliding frog, the bulbous White's tree frog or a camouflage champ, the Vietnamese mossy frog.

Other exhibits that make Monterey Bay Aquarium the nation's top aquarium, according to the Zagat Survey® U.S. Family Travel Guide, include a three-story living Kelp Forest and the interactive "Ocean's Edge" galleries, home to a walk-through wave crash exhibit, touch pools and the Monterey Bay Habitats exhibit – featuring an impressive variety of sharks, rays and schooling fishes.

The million-gallon Outer Bay exhibit houses the most diverse community of open-ocean animals at any aquarium, including tunas, sharks, sea turtles and – twice in the past three years – a young white shark. The aquarium's White Shark Project continues in 2007, and visitors may be treated to a repeat appearance by the renowned ocean predator.

A two-story sea otter exhibit, touch pools and intimate "jewel case" exhibits continue to invite a closer look at marine life found along California's Central Coast. Families love the hands-on "Splash Zone" gallery for its colorful and kid-friendly exhibits featuring blackfooted penguins, tropical fishes and moray eels. There are daily feeding shows in the Kelp Forest, sea otter and penguin exhibits.

A new deep sea exhibit, highlighting cutting-edge science and engineering at the independent Monterey Bay Aquarium Research Institute, will open in September.

The Monterey Bay Aquarium, acclaimed as one of the world's finest, opened to the public on October 20, 1984. It has attracted more than 40 million visitors, and has won national awards for its permanent and special exhibitions, its architecture, and for its cultural, educational and economic impact.

All exhibits and programs except "Aquarium Adventures" are included with aquarium admission of \$24.95 adult; \$22.95 senior (65+) and student (full-time college, with I.D.); and \$15.95 children 3-12 and the disabled. (**Rates effective January 1, 2007.**) Children under 3 are admitted free of charge. Discounted tickets for members of the military and their families can be purchased in advance at many California and Nevada installations.

The aquarium is located on historic Cannery Row in Monterey. It is open daily from 10 a.m. to 6 p.m., and in summer and major holiday periods from 9:30 a.m. to 6 p.m. (closed Christmas Day); with extended weekend hours on Saturdays and Sundays, from 9:30 a.m. to 8 p.m. from May 26 through September 3.

- more -

**WILD ABOUT OTTERS – MONTEREY BAY AQUARIUM – Page 4**

More information is available online at [www.montereybayaquarium.org](http://www.montereybayaquarium.org); or by calling (831) 648-4888. Advance tickets can be purchased online; by phone from the aquarium at 1-800-756-3737; and all Northern California Tickets.com outlets or by phone at 800-225-2277. To register for *Aquarium Adventures* programs, call toll free (866) 963-9646, or (831) 647-6886.

Seasonal specials, details about special events and programs, family activities and live web cams can all be found online at [www.montereybayaquarium.org](http://www.montereybayaquarium.org).

The mission of the Monterey Bay Aquarium is to inspire conservation of the oceans.

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**Editors: Please contact the Public Relations department for high-resolution digital images, video B-roll, press kits and news releases. Visit <http://www.mbayaq.org/aa/pressroom.asp> for a preview.**

Updated December 2006

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## MONTEREY BAY AQUARIUM

### NEWS RELEASE

FOR IMMEDIATE RELEASE

May 27, 2005

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## MONTEREY BAY AQUARIUM TRANSFORMS ORIGINAL GALLERIES INTO “THE OCEAN’S EDGE”

Visit an octopus’s den, walk beneath crashing waves, stroll amid shorebirds and gliding bat rays and much more in Monterey Bay Aquarium’s newly revitalized galleries, “The Ocean’s Edge: Coastal Habitats of Monterey Bay.”

“Ocean’s Edge” is a dramatic transformation of the aquarium’s original exhibit galleries that reintroduces visitors to the coastal habitats of California’s central coast. While favorite exhibits remain, new exhibits and experiences incorporate hands-on approaches and important conservation themes in engaging and exciting ways.

The “Ocean’s Edge” exhibits will connect visitors to ocean life and protection of the world’s oceans as never before,” said aquarium Executive Director Julie Packard. “They build on our best exhibits from the original aquarium, adding new stories and engaging activities to keep them fresh for a new generation.”

Signature exhibits like the three-story living Kelp Forest are the gateway to the new “Ocean’s Edge” galleries, which opened to the public on May 27, 2005. The Monterey Bay Habitats exhibit remains home to an impressive variety of sharks and schooling fishes. Touch pools, a walk-through aviary and intimate “jewel case” exhibits continue to invite a closer look at marine life found along the central coast.

But visitors to “Ocean’s Edge” will find significant and exciting changes, including a walk-through wave crash experience, a much-expanded aviary, a more immersive touch pool and bat ray pool, and more hands-on activities than ever before. The changes reflect 20 years of experience in developing innovative and effective marine life exhibits – exhibits that earned the aquarium recognition as the best in the nation in the first-ever Zagat Survey® U.S. Family Travel Guide.

Hispanic visitors will find bilingual signage throughout “Ocean’s Edge” that identifies each habitat and key creatures. Video displays feature bilingual captions, and hands on exhibits – many of which encourage family participation and sharing – and also include bilingual instructions.

High-definition video introduces each living habitat area in the “Ocean’s Edge.” Every gallery celebrates not just marine life but the human connection with nature and the solutions people are finding to preserve the marine environment. Throughout “Ocean’s Edge,” visitors will discover ways to get personally involved in protecting the oceans for the future.

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## “OCEAN’S EDGE” – Monterey Bay Aquarium – Page 2

Visitors can stay connected to “Ocean’s Edge” when they leave the aquarium through a new web cam that offers a “shoreline” view of the aviary exhibit in the Coastal Wetland to Sandy Shore gallery. This brings to seven the number of live web cams available at [www.montereybayaquarium.org](http://www.montereybayaquarium.org).

“Ocean’s Edge” highlights include a new and larger gallery devoted to the giant octopus; aviary and wetlands exhibits integrated into an expanded Coastal Wetland to Sandy Shore gallery; new displays for Sandy Seafloor and Shale Reef animals; and a Wharf gallery that tells the story of the seafood we eat – especially how individual seafood choices can preserve both ocean wildlife and healthy fishing communities.

The giant octopus is an amazing animal that is nothing like its menacing legend. It is shy and gentle, highly intelligent, and has an amazing repertoire of abilities and behaviors. Visitors can explore those characteristics in a new “Ocean’s Edge” gallery devoted to these fascinating animals, among the most popular at the aquarium. Two giant octopuses are on display in a new exhibit that is 30 feet wide – comparable to the 31-foot expanse of the nearby Kelp Forest exhibit. Elaborate rockwork extends up and over visitors’ heads from the center of the double exhibit, creating an illusion of being at the mouth of an octopus’s den.

Opposite the exhibit an interactive video display tells fascinating stories about the octopus, including how it changes its color, pattern, shape or texture as self-defense or to match its mood. Other stories explore octopus biology and the advanced intelligence of these mysterious animals.

Visitors can take a “nature walk” and see the aquarium’s shorebirds and bat rays differently in the revitalized Coastal Wetland to Sandy Shore gallery in “Ocean’s Edge.” The gallery integrates the former slough, aviary and bat ray exhibits to emphasize the links between the habitats and the many ways people connect with these natural systems.

A simulated nature center with a video “interpreter” greets visitors as they approach, and will prepare them to take a “nature walk” through the rest of the gallery. The aquarium has expanded its popular and peaceful aviary exhibit to include coastal wetland habitat pools on either side of the visitor with new vantage points to see shorebirds, ducks, rays and fishes. Exhibit modifications also include improved wheelchair access for visitors with disabilities.

The exhibit also offers an underwater look at bat rays through new periscopes and a viewing window. Bat rays can swim from a new pool inside the aviary (where no touching is allowed) to the second half of the pool, where visitors can gently touch bat rays as they swim by.

The revitalized Rocky Shore gallery debuted with a splash – literally. The focal point is a walk-through acrylic tunnel in which people can see and feel the power of waves as they crash overhead and into a series of tide pools. Children can experience the tide pools from inside a bubble window, too. In many ways, the redesigned gallery will offer a closer look at marine life along the rugged rocky shore.

Classic exhibits like the surge channel remain, allowing visitors to watch how animals respond when

they create currents that rush through rocky passageways. A larger macro-video display features a new zoom camera with above-water as well as underwater views. There is also be a larger, more naturalistic touch pool with a rockwork pinnacle and curved walls designed to encourage exploration by families and groups. The exhibit has pools set at different heights to allow easier access for young children and people with disabilities.

The updated Rocky Shore exhibits includes new displays, including natural history video stories, a multimedia tide pool game, and an up-close view of life in a tide pool and in a wave crash zone.

Hands-on activities are integral to “Ocean’s Edge” and can be found throughout the revitalized galleries. Visitors can help hide a flatfish model in the sand and discover just how deep tube anemones burrow. They can also learn the impact of choosing seafood that’s not sustainable by “ordering” a meal in the “Real-Cost Cafe.” The cafe is part of a new Wharf gallery that immerses visitors in the sights, sounds and smells of Fisherman’s Wharf in Monterey.

In addition to hundreds of living species already on exhibit, new animals featured in “Ocean’s Edge” include the sheep crab, which has pincers on all eight legs and both claw-arms; the small and ubiquitous sand crab, which lives where water and sand meet and is an important source of food for fishes and birds; and the skeleton shrimp, a tiny and fascinating amphipod that bows and sways in the water as it gathers food with its huge flat claws.

The “Ocean’s Edge” galleries complete a two-year re-creation of the original aquarium, which opened in 1984. The new exhibits debut a year after major renovations to the aquarium’s main entry and ticketing lobby, and completion of exhibits interpreting the historic Hovden Cannery that once occupied the site.

“Ocean’s Edge” exhibits and activities are included with aquarium admission of \$24.95 adult; \$22.95 senior (65+) and student (13-17 or college ID); and \$15.95 child (3-12) and disabled. **(Rates effective January 1, 2007.)** The aquarium is located on historic Cannery Row in Monterey. It is open daily from 10 a.m. to 6 p.m., and in summer and major holiday periods from 9:30 a.m. to 6 p.m. (closed Christmas Day).

Seasonal specials, details about special events and programs, family activities and live web cams can all be found online at [www.montereybayaquarium.org](http://www.montereybayaquarium.org). More information is available online or by calling (831) 648-4888. Advance tickets can be purchased online; by phone from the aquarium at 1-800-756-3737; and all Northern California Tickets.com outlets or by phone at 1-800-225-2277.

The mission of the Monterey Bay Aquarium is to inspire conservation of the oceans.

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**Editors: Visit our online pressroom at [www.montereybayaquarium.org/aa/pressroom.asp](http://www.montereybayaquarium.org/aa/pressroom.asp) for samples of “Ocean’s Edge” images available from Public Relations.**





## MONTEREY BAY AQUARIUM

### NEWS RELEASE

FOR IMMEDIATE RELEASE

For information contact:

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## DISCOVER THE BAY'S HIDDEN WORLD AT THE MONTEREY BAY AQUARIUM

On October 20, 1984, the fish came back to Monterey's historic Cannery Row.

They came back in style, too, as the stars of the world-acclaimed Monterey Bay Aquarium. Today, more than 35,000 creatures representing over 550 species fill 34 major galleries. With nearly 200 exhibits in all, the aquarium is a showcase for the habitats and sea life of one of the world's richest marine regions.

Since its opening, in surveys of peers and public alike, the aquarium has consistently been ranked No. 1 in the United States for its innovative exhibits and unsurpassed visitor experience. The aquarium was named the best aquarium and the third top rated overall family attraction in the country, according to the first-ever Zagat Survey® U.S. Family Travel Guide. And it has grown to become one of the leading ocean conservation organizations in the world.

Over its first two decades, the non-profit Monterey Bay Aquarium has been lauded for creating an expertly designed "undersea tour" of Monterey Bay's hidden world. From coastal wetlands to the open sea, from kelp forests to a mile-deep submarine canyon, the bay shelters an amazing range of habitats and sea life. The bay is also at the heart of the largest marine sanctuary along the shores of the continental United States.

Visitors can discover the plants and animals of Monterey Bay in a series of remarkable exhibits that have changed the face of aquarium design. With the debut of its award-winning "Outer Bay" galleries, Monterey Bay Aquarium became the first in the world to create open ocean exhibits on a grand scale.

The million-gallon Outer Bay exhibit houses the most diverse community of open-ocean animals at any aquarium, including tunas, sharks, pelagic stingrays, mahi mahi, sea turtles and – twice in the past three years – a young white shark. The aquarium's White Shark Project continues in 2007, and visitors may be treated to a repeat appearance by the renowned ocean predator.

## **DISCOVER THE AQUARIUM - Monterey Bay Aquarium - Page 2**

Elsewhere in these remarkable galleries, visitors can immerse themselves at the largest jellyfish galleries to be found at any aquarium.

Marine life closer to shore is the highlight of the aquarium's redesigned "Ocean's Edge" galleries that reopened in 2005 – galleries where visitors can explore habitats including coastal wetlands, the rocky shore, a living kelp forest and the undersea waters of Monterey Bay.

In "Ocean's Edge," visitors can find new and dramatic looks at giant octopus, explore an expanded shorebird aviary and coastal wetland exhibit, and step beneath crashing waves in a new rocky shore exhibit. They also can venture into a wharf cafe to learn the secret of ordering a seafood meal that pleases the palate and protects ocean wildlife.

Sevengill sharks, salmon and other fishes roam the 90-foot-long, 326,000-gallon Monterey Bay Habitats exhibit, which recreates a cross-section of the bay's major habitats: sandy seafloor, shale reefs, deep reefs and wharf pilings. Sea otters frolic inches away from visitors in a two-story exhibit where they're on view both at the surface and underwater. A towering 28-foot-high Kelp Forest exhibit offers a diver's-eye view of a living kelp forest community.

The aquarium not only puts people eye-to-eye with a host of creatures, it puts them in touch with sea life, too. Kids and adults alike can pet bat rays in the Bat Ray Pool; sea stars, gumboot chitons and abalone in the Touch Pool; and decorator crabs at the Kelp Lab. They can stroll through an open-air shorebird aviary and pass beneath life-size models of orcas, gray whales, porpoises and dolphins.

Microscopes, magnifiers, telescopes and even a viewer-guided underwater macro-video camera bring visitors closer to the mysterious world beyond the aquarium's decks. A hands-on learning gallery lets younger children and their families explore the adaptations that allow marine mammals to survive in the ocean.

More than 1.8 million people visit the 322,000-square-foot aquarium annually. There's always something new to see and do – even for those who return often – such as new animal arrivals, days with special programming about sharks, penguins and sea otters, and other family events. Among the aquarium's unique exhibits are kelp forest feeding shows where a diver talks with the audience through a two-way communications mask, and daily video broadcasts of deep sea marine life, sent to the aquarium from a scientific research submarine operating as much as 12,000 feet below the surface of Monterey Bay. Hands-on "discovery stations" and an interactive science center in the Outer Bay galleries help make each aquarium visit a memorable experience.

### DISCOVER THE AQUARIUM - Monterey Bay Aquarium - Page 3

Elsewhere in the aquarium, visitors can explore the fun and fascinating world of otters – from sea otters to their freshwater cousins – when *Wild About Otters* debuts on March 31, 2007. Visitors will meet eight freshwater otters as they embark on a multi-sensory adventure into the lush world of remarkable tropical fishes, reptiles and plants, exploring five different galleries and an intriguing array of live exhibits and interactive displays.

*Wild About Otters* features four African spotted-necked otters and four Asian small-clawed otters in exhibits that represent the native lake and river habitats of these lively animals. Visitors are likely to see an entertaining range of behaviors, from elaborate water play to ambush games. Interactive graphic panels will tell the otters' personal stories through the use of caretaker's journals, still images, video clips, touchable models and other displays.

From opening day, the acclaimed aquarium has been home to threatened California sea otters, and the sea otters' story is a part of *Wild About Otters*, too. The \$3.6 million special exhibition, which is scheduled to run into 2010, marks the first time that mammals other than sea otters are the focus of an exhibit at the aquarium, and also the first time the aquarium exhibits freshwater fishes, reptiles and plants on a large scale.

Visitors can also see the award-winning *Jellies: Living Art* special exhibition, which celebrates the aesthetic experience of jellies in unprecedented style. The exhibit – which the aquarium has extended again for a few more years due to popular demand – brings together rarely seen jellies with artworks inspired by jellies, marine life and the natural world.

In 2007, "Aquarium Adventures" programs will again let visitors enhance their experience with behind-the-scenes tours and activities. Offerings include modified SCUBA diving for children ages 8 to 13 in the Great Tide Pool, a three-hour "Science Under Sail" excursion on the bay, sunset sail trips, pre-opening feeding tours, Cannery Row history tours and other adventures.

Other permanent exhibits at the aquarium include "Vanishing Wildlife: Saving Tunas, Turtles and Sharks," which focuses on why these magnificent animals need our protection and what individuals can do to help, and "Splash Zone," a hands-on family learning gallery that features nearly 60 living species and play areas designed to engage the imaginations of young visitors and inspire a lifelong connection with the wonders of the oceans.

The aquarium's waterfront decks offer telescopes and sweeping views of Monterey Bay.

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## DISCOVER THE AQUARIUM - Monterey Bay Aquarium - Page 4

Inside, visitors will find gift and bookstores, and the Portola Cafe, with its self-serve cafeteria, ocean-view restaurant and full-service oyster bar.

The aquarium is located on historic Cannery Row, just two and a half hours south of San Francisco and only 15 minutes from Carmel and Pebble Beach, at 886 Cannery Row in Monterey. Hours are 10 a.m. to 6 p.m. daily, except Christmas; and from 9:30 a.m. during holiday periods and summer months (Memorial Day to Labor Day). The box office closes at 5:30 p.m.daily.

Travelers can find more information about the aquarium's exhibits and the local marine environment – plus seven live web cams, a special events calendar, special discounts, online games and more – at [www.montereybayaquarium.org](http://www.montereybayaquarium.org). All programs (except for “Aquarium Adventures”) and special exhibitions are included with aquarium admission of \$24.95 adult (18 and over); \$22.95 senior (65+) and student (13-17 or with college I.D.); and \$15.95 children (3-12) and the disabled. **(Rates effective January 1, 2007.)** Children under 3 are admitted free. Discounted tickets for members of the military and their families can be purchased in advance at many California and Nevada installations.

More information is available online at [www.montereybayaquarium.org](http://www.montereybayaquarium.org); or by calling (831) 648-4888. Advance tickets can be purchased online; by phone from the aquarium at 1-800-756-3737; and all Northern California Tickets.com outlets or by phone at 800-225-2277. To register for “Aquarium Adventures” programs, call toll free (866) 963-9646, or (831) 647-6886. Guests at Monterey Peninsula hotels can buy tickets at hotel front desks. Visitors can book rooms and learn about special lodging packages with one phone call to 1-888-221-1010; or visit [www.montereyinfo.org](http://www.montereyinfo.org) for more information.

There is a passenger drop-off area in front of the aquarium, and onsite parking for visitors with disabilities is available by arrangement. Parking for general visitors is located three blocks away, in the Cannery Row parking garage. During major holiday periods, and from Memorial Day to Labor Day, the free MST Trolley links the aquarium and Cannery Row with downtown Monterey and major waterfront destinations including Fisherman's Wharf.

For more information, call (831) 648-4888 or visit [www.montereybayaquarium.org](http://www.montereybayaquarium.org).

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Updated: December 2006

**EDITORS: Digital images and video b-roll is available on request through the Public Relations department. Preview images online at [www.montereybayaquarium.org/aa/pressroom.asp](http://www.montereybayaquarium.org/aa/pressroom.asp)**

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# MONTEREY BAY AQUARIUM<sup>®</sup>

## Monterey Bay Aquarium Quick Facts (2007)

|                                                         |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |
|---------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>MISSION:</b>                                         | To inspire conservation of the oceans                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |
| <b>LOCATION:</b>                                        | 886 Cannery Row, Monterey, California                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |
| <b>HOURS:</b>                                           | 10 a.m. to 6 p.m. daily except Christmas<br>(holidays and summer months, May 26-September 3, 2007: 9:30 a.m. to 6 p.m.)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |
| <b>ADMISSION RATES:<br/>(Effective January 1, 2007)</b> | \$24.95 Adult (18 and over)<br>\$22.95 Senior (65 and over)<br>\$22.95 Student (13-17, or with college I.D.)<br>\$15.95 Child (3-12)<br>\$15.95 Disabled<br>Group rates available for 20 or more (by reservation; 831-648-4860)                                                                                                                                                                                                                                                                                                                                                                                                                                                       |
| <b>INFORMATION:</b>                                     | (831) 648-4888; <a href="http://www.montereybayaquarium.org">www.montereybayaquarium.org</a>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |
| <b>ADVANCE TICKETS:</b>                                 | 1-800-756-3737 (in California only; outside California, 831-648-4888); online at <a href="http://www.montereybayaquarium.org">www.montereybayaquarium.org</a> and through all Northern California Tickets.com outlets at 1-800-225-2277.                                                                                                                                                                                                                                                                                                                                                                                                                                              |
| <b>CURRENT SPECIAL EXHIBITIONS:</b>                     | <i>Jellies: Living Art</i> – Celebrates the aesthetic appeal of jellies in unprecedented style through live animals, works of art in a variety of media, video and interactive displays and poetry. Closes September 1, 2008.<br><br><i>Wild About Otters</i> (Opens March 31, 2007) – Explores the fun and fascinating world of otters – from sea otters to their freshwater cousins – and a multi-sensory adventure into the lush world of remarkable tropical freshwater fishes, reptiles and plants. Features two species of freshwater otters and over 30 other species in five different galleries; interactive displays, family craft room and more. Closes September 6, 2010. |
| <b>GALLERIES AND MAJOR EXHIBITS:</b>                    | Nearly 200 galleries and exhibits devoted to the diverse habitats of Monterey Bay. The four largest exhibits are the Outer Bay (1 million gallons); the Kelp Forest (335,000 gallons); Monterey Bay Habitats (326,000 gallons); and Sea Otters along the Rocky Coast (55,000 gallons). World's largest jellyfish galleries.                                                                                                                                                                                                                                                                                                                                                           |
| <b>LIVE EXHIBITS:</b>                                   | More than 35,000 animals and plants representing over 550 species of fishes, invertebrates, mammals, reptiles, birds and plants found in Monterey Bay and other marine habitats worldwide.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |
| <b>FEEDING SHOWS:</b>                                   | Sea Otters at 10:30, 1:30 and 3:30 daily<br>Blackfooted Penguins at 10:30 and 3:00 daily<br>Kelp Forest dive show at 11:30 and 4:00 daily<br>Outer Bay at 11:00 (Tuesday, Thursday, Saturday, Sunday)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |

|                                  |                                                                                                                                                                                                                                                                                                |
|----------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>DIMENSIONS:</b>               | <p>Site: 3.3 acres<br/> Exhibits and other public areas: 175,064 sq. ft. (excludes decks)<br/> Ocean-view decks: 25,500 sq. ft.<br/> Behind-the-scenes: 125,300 sq. ft.<br/> Total aquarium square footage: 322,000 sq. ft.</p>                                                                |
| <b>GRAND OPENING:</b>            | October 20, 1984                                                                                                                                                                                                                                                                               |
| <b>OPERATING BASIS:</b>          | Non-profit, self-supporting                                                                                                                                                                                                                                                                    |
| <b>COST:</b>                     | <p>Nearshore galleries: \$55 million (opened October 1984)<br/> Outer Bay galleries: \$57 million (opened March 1996)<br/> New entry, ticket lobby and skywalk: \$10 million (opened May 2004)<br/> Ocean's Edge galleries (updated Nearshore galleries): \$11 million (opened May 2005)</p>   |
| <b>ATTENDANCE:</b>               | <p>Grand opening year: 2.37 million<br/> Outer Bay grand opening year (1996): 2.41 million<br/> Total in 2006: 1.8 million<br/> Annual average: 1.8 million<br/> Total through 2006: 40.5 million</p>                                                                                          |
| <b>STAFF AND ADMINISTRATION:</b> | Approximately 425 full and part-time staff; over 1,000 volunteers.                                                                                                                                                                                                                             |
| <b>DISABLED ACCESS:</b>          | All exhibits and aquarium facilities are accessible to people with disabilities. Assisted listening devices are available for the deaf and hard of hearing; most exhibit videos are captioned; wheelchairs are available free for use during a visit. Ask for details at the Information Desk. |
| <b>INTERNATIONAL VISITORS:</b>   | Visitor maps in English and Spanish and visitor map inserts in Chinese, French, German, Italian and Japanese are available free at the Information Desk.                                                                                                                                       |
| <b>ON THE WEB:</b>               | Information about all permanent and special exhibits, events and promotions, live web cams, as well as a full press kit and photo & video libraries can be found online at <a href="http://www.montereybayaquarium.org">www.montereybayaquarium.org</a> .                                      |

Updated January 2007

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# MONTEREY BAY AQUARIUM

## Monterey Bay Aquarium FACT SHEET

The mission of the Monterey Bay Aquarium is to inspire conservation of the oceans. Approximately 425 full and part-time staff members and over 1,000 volunteers at the non-profit aquarium work toward these goals. The \$40 million annual budget of the Monterey Bay Aquarium Foundation is supported by admission revenues, events, gift and bookstore sales, and grants from foundations, businesses and individuals. Major endeavors include:

### **Exhibits**

Aquarium exhibits are a living extension of Monterey Bay, which is at the heart of the nation's largest national marine sanctuary. The exhibits feature more than 35,000 creatures and over 550 species of plants and animals from the waters off California's central coast. Seawater from the bay is piped into the aquarium at a rate of up to 2,000 gallons per minute to sustain a three-story living kelp forest, a Monterey Bay Habitats exhibit with large sharks and schooling fishes, a two-story sea otter exhibit, a walk-through aviary and nearly 200 smaller exhibits and galleries devoted to the varied habitats around the bay, from rocky shores to coastal estuaries and the sandy seafloor.

The Outer Bay galleries tell the story of marine life found in open ocean waters of the temperate Eastern Pacific. Exhibits include a million-gallon indoor ocean and large jellyfish galleries. "Vanishing Wildlife: Saving Tunas, Turtles and Sharks" focuses on why these magnificent animals need our protection and what individuals can do to help. Other special exhibitions address sea life stories and conservation topics from around the world.

### **Education & Outreach**

Each year, school programs serve over 80,000 visiting schoolchildren from throughout California. Students take part in guided and self-guided tours and classroom programs taught by aquarium educators. The Splash Zone family gallery becomes an extended classroom for thousands of underprivileged youths in Monterey County. All programs are offered free of charge. Other conservation and science initiatives reach young people, including a Student Oceanography Club; "Young Women in Science," a week-long summer program for teens; and our Student Guide program, in which young people interpret Monterey Bay marine life for visitors.

Our annual teacher workshops and "Splash Zone" teacher institutes help educators become more effective at teaching science and sharing their skills with colleagues. Our online education efforts and distance learning programs bring innovative educational approaches to students nationwide and internationally.

More than 500 volunteer guides, who receive ongoing marine science training from aquarium staff, add depth to a visit by answering visitors' questions and leading tours.

### **Conservation Research**

The Tuna Research and Conservation Center (TRCC), a joint project with Stanford University, is the world's leading center to study these ecologically and commercially important fishes. TRCC scientists are answering basic questions about tunas' marathon migrations by tagging individual fish in the wild with microprocessor-equipped data tags, many of which pop free and beam their stored information via satellite to scientists in the lab. They are also documenting genetic diversity and distribution of tuna

populations across ocean basins through DNA analysis, and studying basic tuna physiology by looking at captive populations of warm-blooded tuna and their cold-blooded relatives.

TRCC findings should lead to better management of tuna fisheries worldwide at a time when increased fishing pressures threaten their commercial survival. The same data tags are being used to document the migrations of white sharks and will be employed on other Pacific species in a program called the Tagging of Pacific Pelagics, which is part of a global Census of Marine Life.

Biologists with the Monterey Bay Aquarium Sea Otter Research and Conservation program are assessing the long-term health of California's sea otter population and play key roles in recovery efforts for this threatened population. The research-oriented approach supports the priorities of the federal sea otter recovery plan released in April 2003 by the U.S. Fish and Wildlife Service to identify the possible causes limiting southern sea otter growth, including the increased rates of infectious disease and parasites within the wild otter population.

The aquarium's program is the only one of its kind in the world to care for stranded otter pups and return back to the wild those animals that can contribute to the recovery of the wild population. Staff and volunteers are constantly refining their techniques for the care of injured and orphaned sea otters. Procedures pioneered at the aquarium will be applied in the event of a major oil spill in the sea otters' California range.

Aquarium researchers have conducted long-term field studies of sea otter behavior and ecological studies of kelp forest development and ecology. Other studies focus on the basic physiology and husbandry of open ocean and deep sea animals, including sharks, jellies and open ocean schooling fishes. Our internship program brings college students to the aquarium for original research projects.

The independent Monterey Bay Aquarium Research Institute (MBARI; [www.mbari.org](http://www.mbari.org)) uses Monterey Bay as a living laboratory to study complex deep sea and open ocean systems. Engineers at the institute design new tools for scientists to use in their research. Aquarium visitors can see researchers at work during daily auditorium programs featuring live video from deep-sea research submersibles.

Shorebirds, corals and many marine animals breed in aquarium exhibits or are reared behind the scenes. Birds are returned to the wild; other animals are shared with public aquariums to reduce collecting pressure in the wild.

### **Resource Conservation**

The aquarium is a leader in conservation business practices, from seafood buying policies and conservation requirements for vendors who deal with its gift and bookstores; to programs that conserve water, encourage alternative transportation and promote recycling. These policies are spelled out in a set of environmentally responsible business practices adopted by the aquarium board of trustees. Staff use vanpools, receive free bus passes, pay reduced parking fees for carpooling, and enjoy incentives for riding a bike or walking to work. The aquarium helps subsidize a community shuttle bus serving waterfront destinations and hotels during summer months. Voluntary staff contributions to a Conservation Action Fund support habitat restoration projects in the Monterey Bay region.

Aquarium publications are printed on recycled paper, and most waste generated by aquarium offices, shops and gift and bookstores is recycled. Cleaning materials and other chemicals used at the aquarium have largely been replaced with nontoxic products. The aquarium collaborates with other organizations to raise awareness of sustainable seafood policies and hosts the annual "Cooking for Solutions" sustainable seafood event. It publishes a Seafood Watch guide for consumers, including a wallet card with recommendations on purchasing sustainable seafood. It is available both in print and online, at [www.montereybayaquarium.org](http://www.montereybayaquarium.org).

Updated December 2006

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# MONTEREY BAY AQUARIUM

## Monterey Bay Aquarium 2007 Events Calendar

### February

#### 🌀 Shark Days (Saturday & Sunday, February 24 & 25)

Awe...fear...wonder...respect. Sharks have always evoked strong feelings. Learn more about these amazing animals from the aquarium's experts.

### April

#### 🌀 *Día del Niño* (Sunday, April 15)

Celebrate children and families with, live music, craft room activities, prize drawings and Latin performances throughout the aquarium. Children will be admitted free all day.

### May

#### 🌀 Cooking for Solutions (Friday & Saturday, May 18-19)

Our annual two-day celebration of organic and sustainably grown produce, sustainably caught seafood, and organic/sustainably grown wines helps people connect their individual buying decisions to the health of the oceans and the soil. We'll host a lively series of events, demonstrations and book signings, and we'll honor the innovative work of Mary Sue Milliken and Susan Feniger as well as 11 more popular chefs. We'll also be welcoming back actor/writer John Cleese as a special guest at several events.

### June

#### 🌀 World Oceans Day Celebration (Saturday, June 9)

About 70% of our planet is covered by oceans. Come celebrate this amazing ecosystem and discover your role in assuring we have healthy oceans in the future.

### September

#### 🌀 Otter Days (Saturday & Sunday, September 22 & 23)

Learn more about one of the Pacific Ocean's most charismatic creatures from the experts who care for them at the aquarium and the researchers who study them in the wild. Special activities include the opportunity to go behind the scenes at the Sea Otter Exhibit.

### Fall (date TBD)

#### 🌀 *Fiesta del Mar*

Join us for Fiesta del Mar, a celebration of ocean conservation through a Latin American cultural festival. Bilingual feeding shows, live musical performances and other entertainment, plus the "Heroe del Medio Ambiente" award is all be part of this special celebration.

### November

#### 🌀 Feathered Friends (Saturday & Sunday, November 17 & 18)

Focus on some different birds this Thanksgiving. The aquarium's home to a variety of birds, each with different habits and needs. Find out how our aviculturists train and care for our feathered friends – and maybe get an up-close and personal look at some of them.



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## MONTEREY BAY AQUARIUM

### NEWS RELEASE

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Ken Peterson (831)-648-4922; [kpeterson@mbayaq.org](mailto:kpeterson@mbayaq.org)

FOR IMMEDIATE RELEASE

December 1, 2001

## DIVE INTO THE ‘*SPLASH ZONE*’ AT MONTEREY BAY AQUARIUM

Pop up next to penguins, crawl past giant clams and see eye-to-eye with tropical sharks in *Splash Zone*, a fun-filled family learning gallery at the Monterey Bay Aquarium.

This colorful, hands-on gallery – like a children’s museum inside an aquarium – blends live-animal experiences with hands-on learning in new and exciting ways. Designed for families with children from infants up to 9 years old, *Splash Zone* features nearly 60 species, from South African blackfooted penguins to leafy sea dragons, colorful corals, moray eels and tropical fishes.

Over 30 hands-on exhibits, staff-led educational programs and specially designed play areas will engage the imaginations of young visitors, inspiring them to appreciate ocean life in new and lasting ways.

“Our children are the future stewards of the ocean,” said aquarium Executive Director Julie Packard. “If they make an emotional connection with sea creatures while they’re young, I’m confident that will translate into a lifetime of caring for the oceans. That’s what *Splash Zone* is all about. That, and having a whole lot of fun.”

*Splash Zone* opened in April 2000 as a five-year special exhibition. But families praised its engaging and playful atmosphere, and in 2001 the aquarium responded to their requests and made it a permanent exhibit.

*Splash Zone* takes families on an interactive tour through two contrasting shoreline habitats – the Crowded Coral Reefs of tropical waters and the Rough Rocky Shores found in cool temperate regions. Children can crawl through, climb on, slide down and pop up in displays simulating those environments as they watch and learn about the ocean inhabitants that call these waters home.

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## ***SPLASH ZONE* - Monterey Bay Aquarium – Page 2**

One highlight of *Splash Zone* is a colony of blackfooted penguins from temperate South African waters. A unique bubble window puts families “inside” the exhibit to observe these beguiling birds up close, while hands-on displays explore penguin communication. A nearby penguin mural makes for a perfect family photo opportunity.

Upon entering *Splash Zone*, textured coral-like walls lead visitors through the colorful world of tropical reefs. Bubbling water walls surround a bustling Coral Reef Community display, where children can watch vibrant squarespots, cerulean damselfish, longfin bannerfish and yellow tangs dash in and around living corals.

Hands-on exhibits let kids guess the length of moray eels and an interactive game encourages kids to solve riddles by matching fishes with the foods they like. Kids (and adults) can see and be seen as they make their way through a Coral Crawl tunnel, where they’ll encounter such fanciful creatures as Banggai cardinalfish, anemonefish and long-spined sea urchins. Outside the tunnel is an exhibit of tropical sea horses.

Next, it’s show time at the Coral Reef Play area. Costumes, puppets, ride-on sea creatures, and a climb-up, slide-down stage encourage imagination and interactive play under the guidance of aquarium staff. Across the way is the Coral Cove for babies and toddlers, created just for children up to 3 years old. It features a crawl-on waterbed and waterplay area for toddlers, and a soft foam “baby pond” for infants.

The second habitat to explore in *Splash Zone* is the rough and tumble environment of the rocky shores. Crashing waves and simulated granite walls are the backdrop for a splashingly fun waterplay exhibit. Children can learn how different fishes swim and how some rocky shore animals hang on to rocks while others ride the waves. A cylindrical display features clingfish that can stick to rocks when the tide goes out.

Other live exhibits demonstrate how animals such as gumboot chitons and porcelain crabs survive the challenges of pounding surf and exposure to air and sun. There’s also a touch pool where families can discover together the secrets of sea stars, abalones, sea urchins, hermit crabs, bat stars and sea cucumbers.

Penguin feeding shows take place twice daily at 10:30 a.m. and 3:00 p.m. A variety of special children’s programs, such as “Storytime” and “Beaks and Feathers,” are also presented daily throughout the exhibit.

*Splash Zone* is a rich educational experience, and is designed so families can learn

together about ocean life. It is the result of years of careful study on how children and families learn while they're at the aquarium, and builds on learning principles established by children's museums, early childhood education experts and informal education specialists.

*Splash Zone* is included with aquarium admission of \$24.95 adult; \$22.95 senior (65 and over) and student (13-17 or college ID); and \$15.95 child (3-12) and disabled. (**Rates effective January 1, 2007.**) Children under 3 are admitted free of charge. Discounted tickets for members of the military and their families can be purchased in advance at many California and Nevada installations.

The aquarium is located on historic Cannery Row in Monterey. It is open daily from 10 a.m. to 6 p.m., and in summer and major holiday periods from 9:30 a.m. to 6 p.m. (closed Christmas Day). From May 26 through September 3 it offers extended weekend hours on Saturdays and Sundays, from 9:30 a.m. to 8 p.m.

Seasonal specials, details about special events and programs, family activities and live web cams can all be found online at [www.montereybayaquarium.org](http://www.montereybayaquarium.org). More information is available online or by calling (831) 648-4888. Advance tickets can be purchased online; by phone from the aquarium at 1-800-756-3737; and all Northern California Tickets.com outlets or by phone at 1-800-225-2277.

The mission of the Monterey Bay Aquarium is to inspire conservation of the oceans.

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**The mission of the non-profit Monterey Bay Aquarium is to inspire conservation of the oceans. We fulfill our mission through marine life exhibits, conservation research and educational programs, including free visits and programs for over 80,000 schoolchildren each year.**



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# MONTEREY BAY AQUARIUM

## NEWS RELEASE

FOR IMMEDIATE RELEASE

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## **‘JELLIES: LIVING ART’ EXHIBIT DAZZLES VISITORS WITH GRACEFUL ANIMALS, FINE ART, POETRY, VIDEO**

Visitors to the Monterey Bay Aquarium can groove to the beat and beauty of *Jellies: Living Art* for a few more years – the aquarium has extended its award-winning special exhibition for a third time due to popular demand. Visitors will now be able to enjoy this stunning special exhibition into 2008.

*Jellies*, which has been honored by the American Association of Museums as well as the American Zoo and Aquarium Association, has captivated millions of visitors since it opened in 2002 celebrating the beauty of living jellies.

Aquarium visitors praise the unique blend of stunning live exhibits and intriguing art, which includes a large installation by renowned glass artist Dale Chihuly. One highlight is a walk-through “tunnel” that surrounds visitors with hundreds of swarming moon jellies and hypnotic music.

Live animals include the rare flower hat jelly and blue jelly, as well as such other species as the upside-down jelly, spotted jelly and black sea nettle. A “display of the month” showcases a different local species each month, and on occasion other rare species are put on exhibit, such as the stunning spotted comb jelly.

*Jellies* celebrates the aesthetic experience of these ethereal animals in unprecedented style. Visitors encounter jellies never seen before in North America as they take a sensory-rich tour through galleries that explore the beauty and fascination of these delicate animals, and the ways in which jellies and sea life have inspired artistic imagination.

Living jellies are on display in a setting reminiscent more of a museum gallery than a traditional aquarium. Beside and around the large-scale live displays are art and installations by such renowned figures as Dale Chihuly, David Hockney, Ernst Haeckel, Roger Brown, Cork Marcheschi and others.

Recently added artwork includes *Rising Plume*, acrylic on canvas, by James Wille Faust, and *Batlo Series, La Luz V* and *Batlo Series, La Luz #1*, both pieces acrylic on canvas, by Dan Ramirez.

The walls are painted with poetry and quotes from figures as varied as Pablo Neruda, Jimi Hendrix and Rachel Carson. Videos explore the grace and symmetry of jellies’ bodies and movements

- more -

through images that range from paintings by Michelangelo, Mondrian and Van Gogh to scenes of whirling dervishes, ballet dancers and '60s-style kaleidoscopic effects.

Each of the four galleries in *Jellies* are themed—shape and size, rhythm and movement and color and pattern—and feature different artwork and stunning live displays. *Jellies* breaks from the aquarium's tradition of displaying animals in natural-looking habitats. Instead, the jellies are showcased in ways that emphasize their natural beauty, such as using colored glass beads, black backgrounds and dramatic lighting in the exhibits.

*Jellies* also raises awareness of jellies' important role in marine ecosystems, and the ways in which their fate is closely linked to the health of the oceans themselves.

“When people can see for themselves the beauty and diversity of ocean life, they come away with a better understanding of the importance of healthy oceans,” said aquarium Executive Director Julie Packard. “It's our hope that jellies will continue to inspire in our visitors a commitment to ocean conservation.”

The aquarium first introduced visitors to the beauty of jellies on a large scale with *Planet of the Jellies*, a special exhibition that ran from March 1992 to September 1993. It remains one of the most popular in aquarium history. Exhibit design innovations and new husbandry techniques developed for the exhibit launched the jellies exhibit boom in the United States. They also provided the basis for the aquarium's award-winning permanent jellies exhibits that opened in 1996 as part of the Outer Bay wing.

Ever since *Planet of the Jellies*, jellies have been one of visitors' favorite animals, challenging even sea otters and penguins for the top spot. Visitors' responses to the jellies—their descriptions of them as “glowing light,” “graceful” and “living art”—were the inspiration for the new exhibition.

*Jellies: Living Art* is included with aquarium admission of \$24.95 adult; \$22.95 senior (65+) and student (full-time college, with I.D.); and \$15.95 children 3-12 and the disabled. (**Rates effective January 1, 2007.**) Children under 3 are admitted free of charge. Discounted tickets for members of the military and their families can be purchased in advance at many California and Nevada installations.

Advance tickets are recommended during summer and holiday periods. They're available from the aquarium at 1-800-756-3737 (outside California call 831-648-4888) online at [www.montereybayaquarium.org](http://www.montereybayaquarium.org) or through all Northern California Tickets.com outlets 800-225-2277.

The aquarium is open daily from 10 a.m. to 6 p.m. and from 9:30 a.m. to 6 p.m. during summer. It is closed Christmas Day. For more details, in English or Spanish, call (831) 648-4888, or visit [www.montereybayaquarium.org](http://www.montereybayaquarium.org).

The mission of the Monterey Bay Aquarium is to inspire conservation of the oceans.



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## MONTEREY BAY AQUARIUM

### What they're saying about the Monterey Bay Aquarium

“No. 1 aquarium in the United States; No. 3 top-rated family attraction in the United States”  
-- *Zagat Survey* © 2004 *U.S. Family Travel Guide*

“For my money, the best aquarium in America.”  
-- *Keith Bellows, editor, National Geographic Traveler*

“My apologies to Baltimore, which has a really great aquarium, but Monterey is very likely the world's best.” -- *Washington Post*

“...arguably the greatest aquarium in the world.” -- *The Guardian (United Kingdom)*

“Coolest aquarium in the world.” -- *Bill Nye, “The Science Guy”*

“Monterey Bay Aquarium is the most technically sophisticated – and perhaps the most esthetically successful – public aquarium yet built.” -- *Newsweek*

“...set a new bar in the art of showing off sea creatures to the public.” -- *USA Today*

“As soon as you enter the aquarium, the cathedral aura of the Kelp Forest, with sunlight streaming down from above, turns your head and pulls you over, bidding you to slow down and meditate on the majesty that lies hidden just offshore.” -- *National Geographic*

“As a habitual aquarium-goer, I've seen my share of these institutions...The Monterey Bay Aquarium is, for me, the clear winner...Like all great aquariums [it] offers not just an assemblage of fish but a passionate argument that the ocean is far more intricate and alive than you ever imagined it to be.” -- *Travel/Holiday*

“In my mind, the Monterey Bay Aquarium is the most beautiful and most effective aquarium in the world.” -- *Dr. Carl Safina, executive director, Blue Ocean Institute*

“...one of the... most innovative public aquariums in the country...” -- *Smithsonian*

“Stunning seems too meager an adjective for the facility....” -- *Dallas Morning News*

“Like the waters that frame it and the creatures that populate its aquatic worlds, the whole aquarium gives off a sense of order, grandeur, and harmony.” -- *Connoisseur*

“...knock-your-socks-off marine exhibits.” -- *Boston Globe*

“A quantum leap was made with Monterey; nobody will be able to do it again.”  
-- *John McCosker, California Academy of Science*

“A superstar....a perfect balance between education and entertainment.”-- *Copley News Service*

“It’s hard to find enough superlatives to describe what’s going on at the Monterey Bay Aquarium.”

-- *Reno Air Approach*

“Almost all of our experts chose Monterey Bay in California as America’s top aquarium.”

-- *Parade*

“This aquarium routinely makes history.” -- *National Geographic Traveler*

“One of the world’s most impressive aquariums.” – *Financial Times of London*

“Breathtaking. Spectacular. Gorgeous! FABULOUS!! You supply the superlatives, typographical emphasis and punctuation, and you still cannot do justice to the Monterey Bay Aquarium’s new Outer Bay wing.... In every way you can think of (it) is a tour de force.”

-- *Fresno (Calif.) Bee*

“Making the ordinary extraordinary is business as usual at the (Monterey Bay) aquarium.”

-- *Chicago Sun-Times*

“Remarkable.... As I watched the schools of fish slowly circling...I began to slip into the rhythm, the silence, of life under the surface of Monterey Bay, a deep and boundless home.”

-- *New York Times*

“If the folks at Monterey Bay were to add nothing new for the next decade, they would probably still have the finest aquarium in the country. But resting on laurels is not their style.”

-- *Family Fun*

“It won’t get you wet, but it will make your head swim.”

-- *Sacramento (Calif.) Bee*

“Standing before the showpiece of the Outer Bay wing – the world’s largest window, opening onto a seemingly infinite water world swirling with tuna, barracuda, bonitos and sharks – I realize I’m confronting the newest Wonder of the World.” -- *American Airlines’ American Way*

### **Awards & Honors (partial list)**

- 1988 - **American Institute of Architects** Honor Award.
- 1995 - **Urban Land Institute** Award for Excellence
- 1997 & 2000 - **American Zoo and Aquarium Association** Exhibit Awards
- 1998 - **Coastal America** recognition as a Coastal Ecosystem Learning Center
- 1998 - **Coastal Living magazine’s** Award for Cultural and Environmental Education
- 2003 - **National Association for Museum Exhibition** Curators’ Award (the American Association of Museums’ highest exhibit award) for “Jellies: Living Art”
- 2005 – **American Zoo and Aquarium Association** Exhibit Award for “Sharks: Myth and Mystery”
- 2006 – The international **Themed Entertainment Association** gave its 2007 “Thea” Award to the Real Cost Cafe for outstanding achievement in experience design and themed entertainment. The award honor accomplishments in the use of storytelling, architecture, technology and experience design to create memorable guest experiences.

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