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**For Immediate Release**

**The Living Planet Aquarium celebrates the 21<sup>st</sup> annual Discovery Channel Shark Week!**

The Discovery Channel's annual Shark Week is back for its 21<sup>st</sup> season July 27 – August 2. Shark Week is hailed as one of the Discovery Channel's most popular programs. This year, Shark Week will highlight lesser-known and unusual sharks, address commonly held myths about sharks, and focus on shark conservation.

Utah families can get a close-up view of sharks and enter to win Discovery Channel Prizes at The Living Planet Aquarium, a Comcast and Discovery Channel partner. The Living Planet Aquarium, located in Sandy, houses six species of sharks in a 15,000 gallon tank including nurse sharks, leopard sharks, white-tip reef sharks, ornate wobbegongs, brown-banded bamboo sharks and white-spotted bamboo sharks.

Andy Allison the aquarium's Curator of Animals says that shark education and conservation are top priorities. "People are fascinated and often misinformed about these amazing animals. Unfortunately, the Hollywood view of sharks paints them all as vicious predators. Actually, there are over 350 species of sharks and 80% are incapable of causing harm to humans or are unlikely to ever come in contact with them. We love Shark Week at the aquarium and we are excited to educate Utah families about sharks."

Aquarium visitors can learn about the anatomy of sharks, shark feeding and reproductive habits and the real story behind common shark myths during The Living Planet Aquarium's educational program Shark Spectacular. The programs will be held at 11 a.m. and 2 p.m. on July 28<sup>th</sup>, 29<sup>th</sup>, 31<sup>st</sup> and August 1<sup>st</sup> as well as 2 p.m. on Saturday, August 2<sup>nd</sup>.

For more information about Shark Week at The Living Planet Aquarium, visit [www.thelivingplanet.com](http://www.thelivingplanet.com) or call 355-FISH.

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## **About The Living Planet Aquarium:**

The Living Planet Aquarium is dedicated to celebrating life on Earth by fostering a greater awareness and knowledge of Earth's diverse ecosystems and creating a deeper understanding of our place in the global system of life.

The Living Planet Aquarium presents a peek at Utah's lake and stream ecosystems and tropical coral reef habitats with two exhibit galleries. In the Utah Waters Gallery Visitors can take a virtual boat ride and learn about the Great Salt Lake ecosystem, see fish that are native to Utah and some that are endangered and labeled sensitive species. In the Marine Gallery visitors can come face-to-face with sharks, razor-toothed eels and delicate corals or imagine themselves at the bottom of the sea amidst colorful giant coral, sponges and the ship-wrecked 1830s Albatross. The aquarium brings more than 600 animals and 150 species of animals to people who might not have the chance to see them or their ecosystem in a natural setting.

To date, more than 729,000 guests have visited the aquarium since it opened in June, 2004 and its education programs reach thousands of students of all ages each year. The aquarium's in-house and outreach educational programs have reached a total of over 330,000 students. Due to tremendous growth, the educational programs now reach over 50,000 school children annually.

The Living Planet Aquarium, located at 725 E 10600 S in Sandy, is open for summer hours Friday and Saturday from 10 a.m. to 8 p.m., and Sunday through Thursday from 10 a.m. to 7 p.m. Admission tickets are \$8 for adults, \$7 for seniors, students and military personnel, \$6 for children ages 3-17 and free for children 2 years of age and younger. The first Monday of every month The Living Planet Aquarium offers half-priced Family night from 5-7 p.m. Visitors can purchase annual memberships for \$15 for each adult and \$9 for each child. Memberships entitle visitors a full year of admissions plus 10% discounts in the gift shop and for birthday parties in the sunken ship.

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