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FOR IMMEDIATE RELEASE

Headline

SANDY, Utah – Oct. 27, 2006 – As Halloween approaches one can't help but realize that the holidays are just around the corner, and that means kids will be at home with mom during school break.

With a membership at The Living Planet Aquarium in Sandy, keeping those energy-filled children entertained while they're out of school is easy!

With more than 18,000 members across the state, the aquarium has the highest membership among all cultural attractions in Utah.

Aquarium members serve as ambassadors to the community and help the aquarium achieve its mission of "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 nonprofit aquarium uses "word-of-mouth" as its main advertising tool. Members help to create a greater awareness of the aquarium and its mission.

There are a variety of benefits to being an aquarium member. In addition to unlimited admission to the aquarium for a year, members also receive invitations to special events, 10 percent off all gift shop items and 10 percent off birthday party rates in the aquarium's "Sunken Ship."

Individual memberships are \$20 for adults and \$10 for children. Family members can be purchased for \$13 for adults and \$8 for children. Visit The Living Planet Aquarium at 725 E. 10600 South in Sandy, or call 355-FISH for more information about the aquarium and memberships.

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About The Living Planet Aquarium

The Living Planet Aquarium is dedicated to providing opportunities for families to learn about our interdependence on the fragile ecosystems of our planet through entertaining, educational exhibits and programs. The current Gail Benjamin Preview Exhibit presents a peek at Utah's lake and stream ecosystems and tropical coral reef habitats. Visitors can take a virtual boat ride and learn about the Great Salt Lake ecosystem, see fish that are native to Utah, come face-to-face with sharks, razor-toothed eels and delicate seahorses or imagine themselves at the bottom of the sea amidst colorful giant coral, sponges and the ship-wrecked 1830s Albatross. This preview exhibit, a glimpse of what's to come in the future with the world-class aquarium, brings more than 400 species of animals to people who might not have the chance to see them or their ecosystems in a natural setting.

The Living Planet's facilities and programs benefit a wide spectrum of constituents: families; students; educators; scientists; researchers; and the environment, and the thousands of our living planet's animal species whose preservation is intrinsic to the aquarium's mission. To date, more than 365,000 guests have visited the preview exhibit since it opened in June 2004. Additionally, the Living Planet's educational outreach programs have touched more than 240,000 Utah school children in their classrooms; and 10,000 children annually -- from kindergarten through sixth grade -- study various aspects of our watery planet through school-sponsored field trips to the aquarium.

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