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FOR IMMEDIATE RELEASE

Shark Week Returns At The Living Planet Aquarium

Looking for adventure? Look no further than Sandy, Utah!

Sandy, UT (July 20, 2011) --- The Discovery Channel's annual Shark Week is back, beginning July 31! Shark Week is hailed as one of the Discovery Channel's most popular programs. This year, Chief Shark Officer Andy Samberg hosts the greatest week on television, including seven brand-new shark shows, and The Living Planet Aquarium has some amazing shark events planned for the entire week!

"During Shark Week, the education department will be reintroducing our visitors to these amazing animals, many of which have declining populations." Says Carolyn Adler, Onsite Programs Manager. "We want to focus on the perception most people have about sharks and debunk the myth that all sharks are man-eating predators. In 2008, for example, there were 59 unprovoked shark attacks on humans worldwide and few were fatal. An average of 62 people are killed by lightning in the U.S. each year, while fewer than 5 are killed by sharks worldwide." said Adler.

The Living Planet Aquarium, located in Sandy, houses eight species of sharks, six species of which are housed in a 15,000 gallon tank including two nurse sharks, two leopard sharks, one white-tip reef shark, one ornate wobbegong, one brown-banded bamboo shark and one white-spotted bamboo shark. "Our brownbanded bamboo shark was born at an aquarium in Australia over 25 years ago, making it one of the first of its species to be born in captivity." Says Andy Allison, Curator of Animals. A smaller shark tank currently holds two more species of sharks including three coral catsharks and two Papuan epaulette sharks, which are some of the smaller sharks in the world. Both species are almost full grown and are still less than 2 feet long.

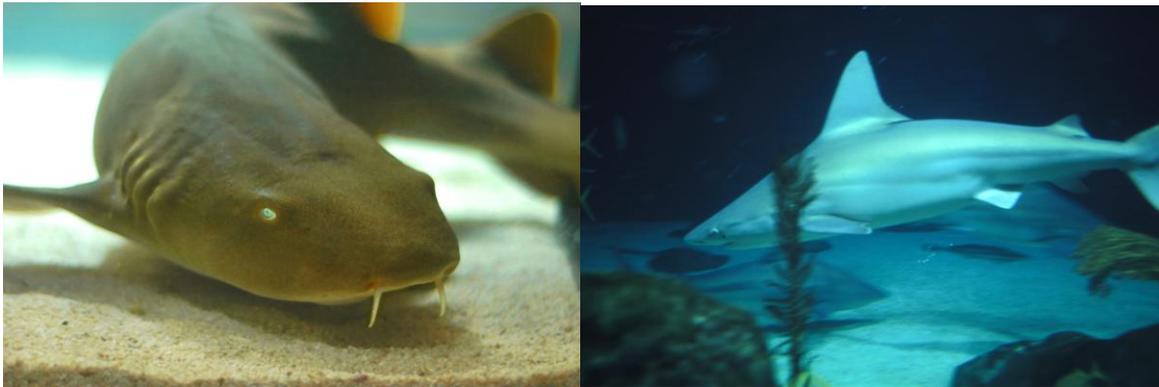
In celebration of Shark Week, Aquarium members and visitors can learn about what makes sharks unique, their fascinating behavior, and the real story behind common shark myths during The Living Planet Aquarium’s educational program, “Shark Spectacular”. Shark Week will also include shark story time, crafts and a scavenger hunt complete with lots of prizes. Aquarium members and visitors will also have the chance to enter to win Discovery Channel and aquarium prizes through August 6th.

Schedule of Events:

Interactive Shark dive: 1pm 8/1 & 8/3
Shark Feeds: 1:30pm 8/2, 8/4, 8/6
Craft: 11am-Noon 8/1-8/5
Scavenger Hunt: 10am-3pm 7/31-8/6
Story time: TBA 7/31-8/6

Quick Facts:

What: Shark Week
When: 7/31-8/6
Where: The Living Planet Aquarium
725 E 10600 S in Sandy
Admission: Free with purchase of admission or aquarium membership
Discount: \$3 off admission with Facebook check-in
<https://www.facebook.com/thelivingplanetaquarium>
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