



Contact: Angie Hyde
Director of PR and Marketing
801-712-3966
Angie.h@thelivingplanet.com

FOR IMMEDIATE RELEASE

THE LIVING PLANET AQUARIUM MARKS RECORD ATTENDANCE IN 2012

Record Visits in 2012 Earns Living Planet Highest Percentage of Growth in Nation

Sandy, UT (February 12, 2013) -- The Living Planet Aquarium is delighted to announce that 2012 marked the record for highest attendance since opening its doors in 2004, with 457,619 visits. This is an increase of 14 percent from the previous 392,135 record in 2010.

This not only marks the highest annual attendance in The Living Planet's history but it is also the highest annual percentage increase among all aquariums in the United States. General admission attendance includes school visits, birthday parties and special event rentals. "The Living Planet Aquarium had a terrific January and February after unveiling the River Otter Exhibit with over 98,000 visits, which is more than 39 percent higher than the prior year," said Angie Hyde, The Living Planet Aquarium Director of Public Relations and Marketing. "We also broke our prior 2010 summertime record of 114,970 with 124,852 visits in 2012."

Among other offerings, Aquarium visitors enjoyed species native to Utah, 5 new baby sharks that arrived last July, the opportunity to touch new beautiful invertebrates, sharks and rays, an awesome Megalodon shark jaw exhibit and countless opportunities to learn about the biodiversity of rainforest animals and ecosystems.

The Living Planet Aquarium looks forward to the year ahead, eagerly anticipating the move to a new location in December. The new and exciting Aquarium will be located in Draper City at 12033 S Lone Peak Parkway and will include expanded educational programs, field trips, and hands-on learning that would not otherwise be accessible to Utah's residents.

For additional information about the Aquarium project visit
<http://thelivingplanet.com/index.php/animals-and-activities/future-plans>

About The Living Planet Aquarium

Admission is \$9.95 per adult, \$7.95 per child, ages 3-17, and free for children ages 2 and under. Each ticket purchased helps support the Aquarium's mission to inspire people to explore, discover and learn about Earth's diverse ecosystems. Advance tickets may be purchased online at www.thelivingplanet.com or by phone at (801) 355-fish (3474). The Aquarium, located at 725 E 10600 S in Sandy, Utah, is a non-profit organization. Open every day except Thanksgiving and Christmas, the Aquarium is accessible to people with disabilities. Members enjoy unlimited visits and other benefits. Call (801) 355- fish (3474) to join. For more information, visit www.thelivingplanet.com.

###