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Donate Now to Help “Feed the Fishes” at Loveland Living Planet Aquarium

DRAPER, Utah (July 28, 2020) – Donors can help Loveland Living Planet Aquarium care for its animals today with a contribution to the Feed the Fishes Fundraiser. Because of COVID- 19, the Aquarium shut down from mid-March to mid-May for 56-days and could not welcome any guests. No guests means no revenue, while the cost of caring for the animals and running the facility remained.

The Aquarium is home to over 4,500 animals from around the globe, including penguins, sharks, leopards, otters, sloths, and more. It costs more than \$2 million a year to care for all of the animals (that includes food, veterinary care, staffing, habitat maintenance, etc.)

“We certainly did not come through the crisis unscathed, and it will take a long time to recover financially. I can say, however, that, as an organization and as a business, we will recover, and then we will thrive just as we always have,” said Brent Andersen, Aquarium Founder, and CEO. “Perhaps one of the silver linings in the crisis was that it showed with clarity that we and our planet are all interconnected as a part of one global ecosystem. What affects one part of the planet has an impact around the world.”

While the Aquarium has reopened and is grateful to be able to fulfill its mission to inspire people to explore, discover, and learn about Earth’s diverse ecosystems, challenges remain. Due to COVID-19 mandates, and the Aquarium’s commitment to reducing risk in our community, attendance is still limited. Spring and summer are normally the busiest times of year for the Aquarium.

Those interested in helping care for animals at the Aquarium can donate for a limited time. The Aquarium’s fundraiser is live on their website at thelivingplanet.com/feed-the-fishes.

About Loveland Living Planet Aquarium

LLPA is a 501(c)(3) nonprofit organization that inspires people to Explore, Discover, and Learn about Earth’s diverse ecosystems. A world-class facility, LLPA provides learning opportunities at all levels, interests, and ages. Since opening in Draper in March 2014, the Aquarium has welcomed more than 5 million visitors. The new Rio Tinto Kennecott plaza, a nine-acre expansion south of the Aquarium, just opened and features the 165-foot tall EECO (Ecosystem Exploration Craft & Observatory) structure, several peaceful gardens, artistic sculptures, and unique event space. Additionally, LLPA reaches more than 82,000 Utah students each year through its Outreach Education programs. LLPA is accredited by the Association of Zoos and Aquariums (AZA).

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