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FOR IMMEDIATE RELEASE

The Living Planet Aquarium Asks Public To Help Name New North American River Otters

Sandy, UT. (March 16, 2012) – Three young male river otters have recently joined the family at The Living Planet Aquarium! Aquarium guests call them cute, cuddly and even adorable. Aquarium biologists call them “The Boys”. While they get accustomed to their new surroundings over the next few months, The Living Planet aquarium is conducting a naming contest for our three new residents.

The three otters are brothers; born two years ago this month at The Long Island Aquarium and Exhibit Center in Riverhead, NY. In order to prevent inbreeding and to help maintain a healthy captive gene pool in aquarium facilities, the brothers were given a new home at The Living Planet Aquarium.

To enter the contest, visit www.thelivingplanet.com to vote for what you would like to see the otters to be named. Ballots will contain a list of five pre-screened sets of names carefully selected by The Living Planet Aquarium. Votes must be cast from March 18 - April 15, 2012. All votes must be placed no later than 6:30 p.m., Sunday April 15, 2012. The set of names that receives the highest number of votes will be the names by which the otters will be known. One winner will be determined by a random drawing among all entries of the “winning” set of names. One (1) grand prize package will be awarded which will consist of a \$50 gift card, tickets for 6 to the Aquarium and lunch for 6 at Calypso’s Café. Winner will be announced no later than April 27, 2012.

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The North American River Otter Exhibition is a permanent exhibit made possible by the George S. and Dolores Doré Eccles Foundation.

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The Living Planet Aquarium inspires people to explore, discover and learn about Earth's diverse ecosystems. Admission is \$9 per adult and \$7 per child, ages 3-17. Each ticket purchased helps support the Aquarium's vision to foster stewardship for the environment and life on Earth. Advance tickets may be purchased online at www.thelivingplanet.com or by phone at 1-801-355-fish(3474). The Aquarium, located 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.

