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3...2...1....Liftoff: Aquarium's Newest Experience Coming to Life Thanks to Generous Donor

DRAPER, Utah (July 27, 2021) — Coming in 2022, Loveland Living Planet Aquarium is going to take you to the rainforest, the deep sea, and outer space, or just about anywhere else you want to go. The Aquarium is creating a new virtual reality experience underneath EECO, the large structure on the Aquarium's new Rio Tinto Kennecott Plaza. EECO will be the vessel that takes guests around the world, like a virtual spaceship that lifts off and travels to the far corners of the world. This experience is possible thanks to a recent donation by the Flamm Family Foundation.

"Since most of us will never get to travel to Antarctica, the Sahara Desert, or the Great Barrier Reef, this will allow people to get a glimpse of life in those places. I'm excited to be a supporter of this endeavor and help create a new way to experience our planet," said Jeff Flamm, Flamm Family Foundation.

The experience will be part of the EECO Command Center, located beneath EECO's stage. It will combine elements using dynamic and cutting-edge virtual reality and mixed reality technology. Explorers will embark on science and ecology-based eco-missions around the globe, ranging from the ocean to rainforests, and even on a molecular level like looking inside a human cell. Passengers can also travel back in time to prehistoric ages and into the future on engaging and educational missions.

"This will be an exciting way to teach people about our planet and how everything is interconnected. Using this kind of technology is exciting because we'll never run out of places to explore," said Aquarium Founder and CEO Brent Andersen.

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 6 million visitors. The new Rio Tinto Kennecott plaza, a nine-acre expansion south of the Aquarium, features the 165-foot tall EECO (Ecosystem Exploration Craft & Observatory) structure, two play areas, 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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