

July 11, 2008

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**PHOTOS:** For Access to High Res SHARK Images, Ask for FTP info

## **ADVENTURE AQUARIUM ANNOUNCES “SHARK WEEK LIVE!”**

**FROM JULY 27<sup>TH</sup> THROUGH AUGUST 3<sup>RD</sup>, 2008!**

*As if our 550,000-gallon Shark Realm Exhibit, 40-Ft suspended Shark Tunnel,  
and Touch-a-Shark exhibit weren't enough,*

*we've added even more sharks for our 2008 Shark Week Live Celebration!*

In coordination with the Discovery Channel's annual Shark Week celebration, for 8 DAYS ONLY (July 27 - Aug 3), Adventure Aquarium is inviting the public to come out and celebrate all things SHARK! With nine new shark species, new shark shows, surprise VIP shark tours daily, and new interactive shark exhibits including Gill's Clubhouse and Cage Match - a brand new virtual shark cage experience, Adventure Aquarium truly has the best shark showing these waters have ever seen! And, all guests ages 12 and under will receive a FREE shark water squirt (while supplies last).

Here's a glimpse of what you'll encounter at Adventure Aquarium during this year's Shark Week Live celebration:

### **Experience “Cage Match,” the Virtual Shark Cage**

Step inside “Cage Match,” a brand new virtual ride that allows guests to simulate the experience of submersing themselves into the depths of Great White territory - without ever leaving dry land! Then, check out our new Legends of Great White exhibit. Enter the mysterious world of the Great White Shark to discover more about these underwater giants, as well as to learn why Great Whites should be revered, not feared.

### **Discover Gill's Clubhouse**

Enter this brand new play zone where kids of all ages are encouraged to get in touch with their inner shark. Compare your sense of smell to that of a shark's, experience the power of a

shark's jaws, play shark games, and come see our newest cast member - Gill! You can also meet our mysterious and strange Shark Rays, along with other brand new sharks like the Zebra Shark.

**TOUCH-A-SHARK** Presented by Horizon Blue Cross Blue Shield of New Jersey

Roll up your sleeves and prepare for a thrill! Guests can touch four species of sharks at Touch-a-Shark in its newly renovated home on the aquarium's second-floor. TOUCH-A-SHARK makes it easy to touch beautiful Indo Pacific Brown-banded and White-Spotted Bamboo Sharks as well as Smooth Dogfish and Zebra Bullhead Sharks.

### **Surprise VIP Shark Tours Daily**

On each of the eight days of our 2008 Shark Week celebration, members of the Adventure Aquarium team will select one small group of guests to receive a special, behind-the-scenes VIP Shark tour. Participants, who will be randomly selected by one of our staff biologists, will access areas of our 560,000-gallon Shark Realm exhibit rarely seen by the public to learn a little something extra about Adventure Aquarium's shark collection! Participants will also receive VIP shark pins and shark T-shirts.

### **Shark Slide**

Come experience a 25-foot tall shark slide...the perfect way to either begin or end your trip to Adventure Aquarium. Set up in our fountain park, adjacent to our circular drive near ticketing, the Shark Slide will be available to guests daily during Shark Week (weather permitting).

### **New Sharks**

Adventure Aquarium has introduced an impressive nine new shark species this summer, including three new shark species now on exhibit in the Aquarium's Jules Verne Gallery: the Arabian Carpet shark, the Dark Shyshark, and the Horn shark. These shark species are smaller in size, but none-the-less fascinating. And, the stunning juvenile and adult Zebra sharks are a must-see! Guests can also meet our mysterious Shark Rays, Pearl, Opal and our newest edition, Einstein! Be among the select few who get to see these incredible, rare creatures up close.

### **Live Shark Shows**

Live shows will be offered daily in our 560,000-gallon Shark Realm exhibit, home to some of the fiercest creatures in the ocean! Gaze upon these amazing creatures of the deep while our divers speak with guests...from inside the depths of Shark Realm! Or,

take a front-row seat for an all new season of “Fish Factor,” with your hosts Bob Sharker and Briny Seacrest. There are scores of live shows featured during Shark Week Live...come check each one out for yourself!

### **Meet Shark Expert Dean Fessler**

Meet shark expert Dean Fessler, who will be making appearances on weekend days throughout Shark Week Live (July 26 and 27 and August 2<sup>nd</sup> and 3<sup>rd</sup>). Fessler, the Education Director and an expedition leader for the Shark Research Institute, has a long and impressive shark history, including logging over 300 shipwreck dives and conducting shark research throughout the world. Fessler, a fascinating person who offers a wealth of shark experience, will greet guests, as well as share shark stories and artifacts from all over the world.

### **Experience Shark “Adventure” Programs**

Adventure Aquarium offers three opportunities to get up-close with sharks with special Adventure programs, including FEEDING FURY, where you stand on a catwalk above the 550,000-gallon Shark Realm, step into a harness and dangle over dozens of sharks to feed some of the fiercest creatures of the deep! Enter Shark Realm for SWIM WITH THE SHARKS, where you snorkel with sand tiger sharks, sandbar sharks, nurse sharks and barracuda before entering the Stingray Lagoon to swim with and feed dozens of stingrays. SCUBA-certified guests can even dive into the mysterious and adrenaline-pumping world of our 550,000-gallon Shark Realm during the SHARKS UP-CLOSE ENCOUNTER. For more information (including availability and appropriate ages) call 800-616-JAWS or visit [www.adventureaquarium.com](http://www.adventureaquarium.com).

If you like sharks and the Discovery Channel’s annual Shark Week celebration, you don’t want to miss Adventure Aquarium’s 2008 Shark Week Live celebration. To learn more or to print your tickets from home, visit [www.AdventureAquarium.com](http://www.AdventureAquarium.com).