



FOR IMMEDIATE RELEASE

Note: Shark Photography and Footage Available

Contact: Beth Nathan
(843) 579-8660
bnathan@scaquarium.org

LOVE AT FIRST BITE

Aquarium offers unique activities for children and adults during Shark Week

Charleston, S.C. — July 20, 2010 — The South Carolina Aquarium wants you to fall in love with all things shark beginning Friday, July 30, during the weeklong celebration, Shark Week. Open daily, Shark Week at the Aquarium promises to bring new insight and appreciation for sharks. Created especially for families, children and adults alike should be sure to catch one of the shark-themed dive shows, participate in new special interactive activities such as 'Sharkeology' and 'Shark Shapes,' venture through Shark Alley to see the real size of some of these silent giants and of course, marvel at live sharks swimming in the Aquarium's largest exhibit, the Great Ocean Tank. Kids should make sure to collect a limited-edition 'Shark Week' Silly Band, take their picture at one of our shark-themed photo boards and get creative at our craft station led by our partner, the Children's Museum of the Lowcountry.

For those who swim with the big fish, plan to join us on Thursday, August 5, for a FREE viewing of the classic shark movie, 'Jaws' at the Aquarium's Movie on the Lawn! See 'Jaws' on the big screen with the sound of the ocean just beyond your seat. Lawn opens at 7 p.m. with the movie beginning at dark. Before the movie starts, interact with Aquarium educators roving the lawn and watch an Aquarium-made short film on shark myths. Free to the public, donations will be accepted at the door to benefit the conservation efforts at the Aquarium. Snacks, sodas and alcoholic beverages will be available for purchase. Viewers should plan to bring their own chair or blanket. No coolers or pets allowed.

Want to help care for a shark of your very own? Support the Aquarium's sharks throughout the entire year with the adoption of a sand tiger shark at the Aquarium. During Shark Week only, all shark adoptions will receive a customized Shark Week adoption certificate and a special gift!

The South Carolina Aquarium will celebrate Shark Week July 30 – August 8, 2010. Shark Week activities are included free with general admission or membership to the Aquarium. For more information, visit scaquarium.org/sharkweek or call (843) 577-FISH (3474).

What: Shark Week with the South Carolina Aquarium

When: Friday, July 30 – Sunday, August 8, 2010

Daily

Where: South Carolina Aquarium

-AND-

What: Shark Week Movie on the Lawn showing 'Jaws'

When: Thursday, August 5, 2010

Lawn opens at 7 p.m.; movie to begin at dark

Where: Liberty Square Lawn in front of the South Carolina Aquarium

Thanks in part to our sponsors, Charleston City Paper (www.charlestoncitypaper.com) and FM Y102.5 (www.y1025.com).

For all media inquiries, please contact Beth Nathan at (843) 579-8660 or bnathan@scaquarium.org.

About the South Carolina Aquarium:

The South Carolina Aquarium, Charleston's most visited attraction, features thousands of amazing aquatic animals from river otters and sharks to loggerhead turtles in more than 60 exhibits representing the rich biodiversity of South Carolina from the mountains to the sea. Dedicated to promoting education and conservation, the Aquarium also presents fabulous views of Charleston harbor and interactive exhibits and programs for visitors of all ages.

The South Carolina Aquarium, a 501(c)(3) not-for-profit organization and is open Daily from 9 a.m. to 5 p.m. The Aquarium is closed Thanksgiving Day, half day Dec. 24 (open 9 a.m. to 1 p.m.) and Dec. 25. Admission prices are: Toddler's (1 and under) free; Youth (2-11) \$10.95; Adults (12-61) \$17.95; Seniors (62+) \$16.95. The Aquarium plus the 4-D Theater experience is free for Toddler's, \$15.95 for Children, \$22.95 for Adults, and \$21.95 for Seniors. The 4-D Theater experience only is \$6.95 for Children, Adults and Seniors and \$2.95 for Members and Member Guests. Military, senior, college and group discounts are available. For more information call 843-720-1990 or visit scaquarium.org. Memberships are available by calling 843-577-FISH.

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