



NEWS RELEASE

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SPLASHDOWN BEGINS TO ATLANTIS MARINE WORLD'S 10TH BIRTHDAY CELEBRATION! *Aquarium Celebrates Own Milestone by Offering Free Admission to Patrons on their Birthdays.*

RIVERHEAD, NY (June 11, 2010) – Join [Atlantis Marine World Aquarium](http://AtlantisMarineWorldAquarium.com) on Tuesday, June 15, 2010, as we blow out the candles on ten *waterful* years of inspiring ocean conservation and promoting family fun.

The celebration includes a cake cutting ceremony at 12:00pm, as well as the beginning of a year-long promotion of free admission to patrons who visit on their birthday. The Aquarium will also be unveiling a giant representation of its anniversary logo where patrons will be encouraged to bring along photos from past visits that will be posted on the 10-foot-high logo and kept on display all-year-long!

“We are thrilled to have reached this milestone,” enthuses General Manager, Bryan DeLuca. “And what better way to celebrate our birthday, but by honoring yours. We are excited to offer free admission to a place filled with thrills, adventures, and memories that last a lifetime.”

Here's how the promotion works:

Beginning June 15, 2010 and ending June 14, 2011, [Atlantis Marine World Aquarium](http://AtlantisMarineWorldAquarium.com) offers a one-day regular Aquarium Admission ticket to any patron during the week of his or her birthday (7 days prior or past). Simply show proper ID (a driver's license, government-issued photo ID, or a government-issued passport). Guests under 18 without proper ID need to show an original or certified copy of their birth certificates. And that's all there is to it!

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About Atlantis Marine World Aquarium

Atlantis Marine World (AMW) opened in Riverhead, NY on June 15, 2000, as the first large-scale Aquarium to open in New York State in more than 35 years. Situated on 3.2 acres along the Peconic River, [AMW](http://AMW.com) is open from 10:00am to 5:00pm daily (closed December 25). [General Admission Rates](#) are \$18.50 (plus tax) for Children 3 – 17 and Seniors 62+; \$21.50 (plus tax) for Adults 18 – 61; Children 2 and under are always free at AMW. AMW is also the home of The Riverhead Foundation for Marine Research and Preservation, New York's only authorized marine mammal and sea turtle rescue and rehabilitation center. Atlantis Marine World was recently ranked by *Parents Magazine* as one of the [“Top Aquariums for Kids.”](#) Additional information can be found at www.atlantismarineworld.com.