



## MEDIA ALERT

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### HAPPY SHARK WEEK!

*Aquarium Celebrates Annual Shark Week Programming with Visit from Jacques Cousteau's Grandson.*

**WHAT:** [Atlantis Marine World](#) welcomes Philippe Cousteau, grandson of the legendary Captain Jacques-Yves Cousteau, at our Shark Week Live! Kick-Off Celebration on Saturday, July 31.

In honor of Discovery Channel's 23<sup>rd</sup> Annual Shark Week (kicking off Sunday, August 1), come see the Chief Ocean Correspondent for Planet Green [dive with sharks](#), host a meet and greet, and premiere the first episode of this year's Shark Week programming, exclusively for Aquarium guests.

**WHY:** Shark Week has become an annual rite of summer, and what better way to celebrate than a fun-filled day at [Atlantis Marine World](#).

**WHEN:** Saturday, July 31, 2010  
12:00pm to 2:00pm: Meet and Greet with Philippe Cousteau in the Main Aquarium  
2:00pm: Don't miss a very special screening of the premiere episode of Shark Week Programming in our Riverfront Room  
3:00pm: Shark Dive! Watch Philippe Cousteau experience our one-of-a-kind [Shark Dive](#) program with one very special winner. Fans of the Aquarium's [Facebook](#) page can find more details online and enter through Thursday, July 29.

**WHERE:** [Atlantis Marine World Aquarium](#)  
431 East Main Street  
Riverhead, NY 11901

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### About Atlantis Marine World Aquarium

Atlantis Marine World (AMW), now celebrating its 10<sup>th</sup> birthday, 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](#) 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](http://www.atlantismarineworld.com).

### **About Philippe Cousteau**

Philippe Cousteau is the son of Jan and Philippe Cousteau Sr., and the grandson of Captain Jacques-Yves Cousteau. As a member of the legendary family, Philippe is continuing the work of his father and grandfather by educating the public about environmental and conservation issues, and inspiring individuals to become better stewards of our water planet. Philippe is the Chief Ocean Correspondent for Planet Green, where he is creating a series of ocean documentary programs. He is also president of EarthEcho International, a non-profit environmental education and conservation organization founded by Philippe and his sister Alexandra in memory of their father.

### **About Discovery Channel's Shark Week**

Discovery Channel's 23rd Annual Shark Week, cable's longest-running event, will feature six premieres this year, plus some fan favorites. Kicking off the week on Sunday, August 1, at 9:00pm is ULTIMATE AIR JAWS where shark expert Chris Fallows and filmmaker Jeff Kurr (*Air Jaws*, *Air Jaws 2*) investigate aerial attacks with an array of new HD cameras. Also, this year find out what really happened in 2008 when sharks mistook four people for prey off the Pacific coast in SHARK BITE BEACH. The week also includes some of the most popular and memorable programs from past years.