



NEWS RELEASE

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FOR IMMEDIATE RELEASE

February 10, 2009

MAKE ATLANTIS MARINE WORLD PART OF YOUR UPCOMING SCHOOL BREAK WEEK

Aquarium Offers Affordable, Family Fun - Right In Your Backyard!

Atlantis Marine World extends a warm (and wet!) welcome to all vacationing students, and their families, during the next school break, scheduled for February 14 to February 22. Located conveniently in Riverhead, NY, Atlantis Marine World is a must-see attraction that offers a family-friendly experience for an affordable price.

"During this economic downturn, Atlantis Marine World is happy to report that our 2008 attendance was even with previous year's numbers; in addition, our catering business enjoyed a more than 20% increase," reports Aquarium General Manager, Bryan DeLuca. "One of the things we believe contributed to this past year's success despite what we are all reading about in the newspapers is the fact that we offer our guests a different experience each time they visit, whether it be a new program, new adventure, or even a new exhibit. We want our guests to value their time here as much as we value having them here."

In fact, the upcoming school break offers plenty of time for new exploration, discovery, and family fun.

Bugs! And Other Critters! is an hour-long program offered twice each day at 11:00am and 1:00pm where guests can interact with live creepy, crawly animals. **Best Fishes!** is a Valentine's Day craft scheduled for February 14 and 15 where kids are invited to give "hugs & fishes" to their favorite Aquarium resident by decorating a very special Valentine that will then be delivered and displayed on the appropriate indoor tank - a giant heart will proudly display all others. The **Priceless Parrot Preserve**, the only 501(c)(3) non-profit organization in New York dedicated to the permanent care of abused, unwanted, exotic birds, will be visiting and allowing Aquarium guests to interact with their endangered animals. There is **A Night at the Aquarium Sleepover** scheduled for Friday, February 20 from 6:00pm to 7:00am where guests are invited to grab their sleeping bags and experience a true nocturnal Aquarium adventure and explore the Aquarium as they've never seen it before - in the dark by flashlight.

And, something special kicked off with this school break week, and continuing for the April and December break weeks in 2009, is a partnership with Long Island Children's Museum (LICM), located in Garden City, NY.

- more -

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"Now, more than ever, we know how much families appreciate affordable and fun learning opportunities," says LICM's Director of Communications & Public Relations, Maureen Mangan. "We are delighted that members of both institutions can benefit from this collaboration."

The joint partnership offers members of each institution a 50% discount on admission prices when they visit the other partner's site. Members simply show their membership card at the partner's site to receive this special, reciprocal rate.

"We are happy to offer such a great partnership with a wonderful partner," says DeLuca. "And whether you are a first-time guest or a returning Member, we hope you'll add us to your must-do and see list again this year."

Atlantis Marine World was recently ranked by *Parents Magazine* as one of the "Top Aquariums for Kids." The Aquarium is open every day (except Christmas Day) from 10:00am to 5:00pm.

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About Atlantis Marine World Aquarium

There's a world of adventure to see - and explore - all waiting for you at Atlantis Marine World, Long Island's Aquarium. 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, Atlantis Marine World (AMW) is situated on 3.2 acres along the Peconic River. General Admission Rates are \$18.00 (plus tax) for Children 3 - 17 and Seniors 62+; \$21.00 (plus tax) for Adults 18 - 61; Children 2 and under are always free at AMW. Aquarium Members enjoy unlimited visits year-round, along with other benefits. Additional information can be found at www.atlantismarineworld.com or by calling 631.208.9200, ext. H2O (426).

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.