



MONTEREY BAY AQUARIUM®

TABLE OF CONTENTS

2011 Basic Press Kit

Click on headings below to go directly to a specific release within the press kit.

1. [New in 2011](#)
2. [Discover the Ocean at the Monterey Bay Aquarium](#)
3. [Quick Facts](#)
4. [Inspiring Ocean Conservation Fact Sheet](#)
5. [2011 Calendar of Events](#)
6. [“Hot Pink Flamingos” Press Release](#)
7. [“The Secret Lives of Seahorses” Press Release](#)
8. [What they’re saying about the aquarium](#)

NEWS RELEASE

FOR IMMEDIATE RELEASE

For information contact:

Angela Hains: (831) 647-6804; ahains@mbayaq.org

Karen Jeffries: (831) 644-7548; kjeffries@mbayaq.org

THE VAST AND THE FAST: EXPLORE THE OPEN SEA WITH THE MONTEREY BAY AQUARIUM IN 2011

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*Newly transformed galleries offer close encounters with seabirds, sharks, jellies, turtles and more; enjoy extended hours on summer weekends, Aquarium Adventures throughout the year*

The Monterey Bay Aquarium is transforming the way people see the oceans with a new perspective on the vast, virtually unexplored waters of the open sea. In the summer of 2011, the aquarium's acclaimed Outer Bay galleries re-open as The Open Sea—shining light on epic migrations of ocean animals across the Pacific and the constant motion of life in the open ocean.

The year also brings a full lineup of Aquarium Adventures programs, extended “Evenings by the Bay” hours on summer weekends, two continuing special exhibitions and new opportunities – through an innovative text messaging service – for visitors to experience animal feeding and enrichment programs with octopus, sharks and other animals.

The debut of the Open Sea exhibition will carry visitors beyond our coasts, to a vast world of deep, open water. Immense swirls of schooling fishes, pulsing jellies, skilled predators such as sharks and tunas, and seasoned travelers like sea turtles and seabirds share this wild territory. In one instant the water appears empty; in another, teeming with life.

“The open sea is a dynamic place where life is in constant motion,” says Senior Exhibit Developer Jaci Tomulonis. “Complex forces drive currents which, in turn, influence living conditions for ocean animals. The Open Sea exhibition will bring our visitors deep into the heart of this extraordinary environment through transformed live exhibits, new multimedia experiences and surprising artistic elements.”

In three galleries, remarkable new species including tufted puffins, sandbar sharks and deep-sea jellies will join aquarium favorites such as tunas, rays, sea turtles and the occasional great white shark to introduce visitors to life in this sweeping realm.

The “Out to Sea” gallery carries visitors into the ebb and flow of powerful currents where microscopic plankton and delicate jellies thrive. Get an up-close view of tiny phytoplankton, which form the base of a food web on which everything from sharks and whales—and even people—depend.

Drift into the heart of a massive bloom of jellies and investigate how changing ocean conditions, some possibly influenced by human activities, may be causing these creatures to proliferate. Currents rule in the open sea and a wide range of invertebrates—from microscopic copepods to black sea nettles with lacy oral arms up to 20 feet in length—flourish in this forever shifting world.

But it's not just drifters that prosper here; some animals live fast in the open sea. In the million-gallon Open Sea exhibit visitors will meet animals that are built for speed, agility and endurance. Tuna, mackerel, barracuda and sardines flash through the water in streaks of silvery scales. Scalloped hammerhead and sandbar sharks appear to be languid swimmers until they turn their supple bodies on a dime. The sandbar sharks, a new species for the aquarium, are easily identified by towering dorsal fins that slice effortlessly through the water.

The aquarium's pioneering white shark research project resumes in 2011, and a young great white shark could again be on exhibit in late summer. The field research team will also tag and track juvenile great white sharks in the wild, gathering information vital to the protection of these top ocean predators as they move through coastal waters in southern California and Mexico.

Joining the frenetic pace of The Open Sea are slow-moving sea turtles, pelagic stingrays and ocean sunfish (*mola mola*), which have evolved their own methods of survival in this deep blue world.

The "Ocean Travelers" gallery tells the story of marine animals that make long journeys on the ocean's migratory highways. Perhaps some of the most accomplished ocean voyagers are sea turtles, many of which swim thousands of miles each year. This gallery will be home to juvenile green sea turtles, in a new exhibit. Eventually young loggerhead sea turtles will also find a home here.

Tufted puffins, striking seabirds that sport distinctive sweeping yellow plumage on their heads during breeding season, will make their aquarium debut, too. Dubbed "sea parrots" by early sailors for their stout bodies, short wings and orange or red webbed feet, these engaging birds are expert divers and spend most of their lives in the water. Their new exhibit home will give visitors the opportunity to watch them dive, preen and swim.

"The open sea is one of the few truly wild places left on the planet," says Tomulonis. "In addition to introducing visitors to the diverse species that make their homes here, The Open Sea exhibition will offer simple ways to help protect ocean animals so they're around for generations to come."

Beyond The Open Sea other acclaimed exhibits include playful sea otters, a towering three-story kelp forest, touch pools and other interactive exhibits, and the award-winning Splash Zone family galleries.

There are daily feeding shows in the Kelp Forest and sea otter exhibits, as well as daily auditorium programs featuring high-definition video clips that take visitors into the deep sea and waters around the world to learn about sharks, jellies and otters.

Visitors can also be part of unscheduled animal feedings during their visit by signing up for a new text message service. By signing up when they arrive, they'll get alerts for feedings of sharks, octopuses, bat rays and other animals fed at unpredictable times throughout the day.

Also awaiting visitors: The aquarium's most popular special exhibition to date, "The Secret Lives of Seahorses," which remains open into 2013 and showcases many beautiful species of seahorses and their kin. It's joined by "Hot Pink Flamingos: Stories of Hope in a Changing Sea," home to coral reef fishes, penguins, sea turtles and tropical wading birds.

Elsewhere visitors can explore the deep sea in the aquarium's interactive "Mission to the Deep" exhibit, joining researchers from the Monterey Bay Aquarium Research Institute as they photograph deep-sea animals, map vast undersea mountains and monitor animals that colonize a sunken whale carcass.

A full lineup of *Aquarium Adventures* programs will kick off the summer of 2011, including sailing excursions, behind-the-scenes tours and – new this year -- family surface SCUBA diving in the Great Tide Pool.

Visitors ages 6 years and up can participate in a guided 50- minute behind-the-scenes tour and find out what it takes to care for animals and exhibits at the aquarium. These dynamic tours are offered several times a day for \$12 per person for the general public and \$10 for members. Space is limited and – while drop-in slots are usually available – advance purchase is recommended. Family tours are also available for all ages during weekends and holiday periods at 11:30.

Also in summer and back by popular demand are extended weekend hours during "Evenings by the Bay." Each Saturday and Sunday from July 2 through September 4 visitors will have two additional hours – until 8 p.m. – to enjoy The Open Sea galleries and everything else the aquarium has to offer. The evenings include live music, special programs and events.

The Monterey Bay Aquarium, acclaimed as one of the world's finest, has attracted more than 47million visitors and has won national awards for its exhibits, its architecture, and its cultural, educational and economic impact.

The aquarium is located on historic Cannery Row in Monterey and is open daily except Christmas Day. Hours of operation vary by season. Daily schedules are available online at [www.montereybayaquarium.org](http://www.montereybayaquarium.org) or by calling (831) 648-4888.

More information on aquarium exhibits and programs is available online at [www.montereybayaquarium.org](http://www.montereybayaquarium.org) or by calling (831) 648-4888. Advance tickets can be purchased online or toll-free by phone from the aquarium at (800) 756-3737. Seasonal specials, details about special events and programs, family activities and live web cams can all be found online at [www.montereybayaquarium.org](http://www.montereybayaquarium.org).

The mission of the Monterey Bay Aquarium is to inspire conservation of the oceans.

**Editors: Please contact Public Relations for images of animals and exhibits featured in The Open Sea galleries as well as throughout the aquarium.**

Updated February 2011

[Back to top](#)

## NEWS RELEASE

FOR IMMEDIATE RELEASE

For information contact:

Angela Hains, (831) 647-6804; ahains@mbayaq.org

Karen Jeffries (831) 644-7548; kjeffries@mbayaq.org

# DISCOVER THE WONDERS OF THE OCEAN AT THE MONTEREY BAY AQUARIUM

On October 20, 1984, the fish came back to Monterey's historic Cannery Row. They came back in style, too, as the stars of the world-acclaimed Monterey Bay Aquarium. Today, more than 35,000 creatures representing over 550 species fill 34 major galleries. With nearly 200 exhibits in all, the aquarium is a showcase for the habitats and sea life of one of the world's richest marine regions.

Since its opening, in surveys of peers and public alike, the aquarium has consistently been ranked No. 1 in the United States for its innovative exhibits and unsurpassed visitor experience. Among many accolades, the aquarium was named the No. 1 family-friendly aquarium by Parents Magazine and Forbes Traveler, and the best aquarium and the third overall family attraction in the country, according to the Zagat Survey® U.S. Family Travel Guide. It has also grown to become one of the leading ocean conservation organizations in the world. Over its first 25 years, the non-profit Monterey Bay Aquarium has been lauded for creating an expertly designed "undersea tour" of Monterey Bay's hidden world. From coastal wetlands to the open sea, from kelp forests to a mile-deep submarine canyon, the bay shelters an amazing range of habitats and sea life. The bay is also at the heart of the largest marine sanctuary along the shores of the continental United States. Visitors can discover the plants and animals of Monterey Bay in a series of remarkable exhibits that have changed the face of aquarium design. With the debut of its award-winning "Outer Bay" galleries, Monterey Bay Aquarium became the first in the world to create open ocean exhibits on a grand scale. In the summer of 2011, the aquarium's acclaimed Outer Bay galleries re-open as The Open Sea—shining light on epic migrations of ocean animals across the Pacific and the constant motion of life in the open ocean. The million-gallon Open Sea exhibit will house a diverse community of open-ocean animals, including tunas, pelagic stingrays, mackerel, barracuda, sardines and scalloped hammerhead and sandbar sharks. The aquarium's pioneering white shark research project resumes in 2011, and a young great white shark could again be on exhibit in late summer.

Elsewhere in The Open Sea exhibit visitors can immerse themselves at one of the largest jellyfish galleries to be found at any aquarium.

Marine life closer to shore is the highlight of the aquarium's redesigned "Ocean's Edge" galleries – here visitors can explore habitats including coastal wetlands, the rocky shore, a living kelp forest and the undersea waters of Monterey Bay.

In Ocean's Edge, visitors enter the realm of the giant octopus, explore an expanded shorebird aviary and coastal wetland exhibit, and venture beneath crashing waves. They also can step into the "Real-Cost Cafe" and learn how to order a seafood meal that pleases the palate and protects ocean wildlife.

Sevengill sharks, salmon and other fishes roam the 90-foot-long, 326,000-gallon Monterey Bay Habitats exhibit, which recreates a cross-section of the bay's major habitats: sandy seafloor, shale reefs, deep reefs and wharf pilings. Sea otters frolic inches away from visitors in a two-story exhibit where they're on view both at the surface and underwater. A towering 28-foot-high Kelp Forest exhibit offers a diver's-eye view of a living kelp forest community.

The aquarium not only puts people eye-to-eye with a host of creatures, it puts them in touch with sea life, too. Kids and adults alike can touch bat rays in the Bat Ray Pool and sea stars, gumboot chitons and abalone in the Ocean's Edge Touch Pool. They can stroll through an open-air shorebird aviary, walk under a kelp canopy, and pass beneath life-size models of orcas, gray whales, porpoises and dolphins.

Microscopes, magnifiers, telescopes and even a viewer-guided underwater macro-video camera bring visitors closer to the mysterious world beyond the aquarium's decks. A hands-on learning gallery lets younger children and their families explore the adaptations that allow marine mammals to survive in the ocean.

More than 1.8 million people visit the 322,000-square-foot aquarium annually. There's always something new to see and do – even for those who return often – such as new animal arrivals, days with special programming about sharks, birds and otters, and other family events. Among the aquarium's unique programs are kelp forest feeding shows where a diver talks with the audience through a two-way communications mask, and daily video broadcasts of deep sea marine life, sent to the aquarium from a scientific research submarine operating as much as 12,000 feet below the surface of Monterey Bay. Hands-on "discovery stations" and interactive exhibits help make each aquarium visit a memorable experience.

Elsewhere in the aquarium, visitors can explore "The Secret Lives of Seahorses," a special exhibition that became an instant hit when it opened in early 2009. More than 15 species

of seahorses, sea dragons, pipehorses and pipefish beckon visitors into the elusive world of these charismatic creatures, the varied habitats in which seahorses and their relatives live, and shares important stories about the threats they face in the wild.

In 2011, “Aquarium Adventures” programs will again let visitors enhance their experience with behind-the-scenes tours and activities. Offerings include daily behind-the-scenes tours, surface SCUBA diving for families in the Great Tide Pool, sailboat excursions on the bay, pre-opening feeding tours and other adventures.

Other permanent exhibits at the aquarium include “Vanishing Wildlife: Saving Tunas, Turtles and Sharks,” that focuses on why these magnificent animals need our protection and what individuals can do to help.

The renovated “Splash Zone: Ocean Homes” galleries features interactive exhibits and living species designed to engage the imaginations of young visitors and inspire a lifelong connection with the wonders of the oceans. The expanded galleries double the space where families with children can play and learn together, exploring three ocean habitats – the Enchanted Kelp Forest, Coral Reef Kingdom and Rugged Rocky Shore.

“Splash Zone” features over 45 new and improved bilingual interactive exhibits, many fascinating animals including penguins, cuttlefish and leafy sea dragons, as well as new exhibits featuring the kelp forest habitat and a larger more immersive touch pool. The aquarium’s waterfront decks offer telescopes and sweeping views of Monterey Bay. Inside, visitors will find gift and bookstores, and the Portola Cafe, with its self-serve cafeteria, ocean-view restaurant and full-service oyster bar.

The aquarium is located on historic Cannery Row, just two and a half hours south of San Francisco and only 15 minutes from Carmel and Pebble Beach, at 886 Cannery Row in Monterey. Hours of operation vary by season.

Travelers can find more information about the aquarium’s exhibits and the local marine environment – plus live web cams, a special events calendar, special discounts, online games and more – at [www.montereybayaquarium.org](http://www.montereybayaquarium.org). All programs and special exhibitions (except for “Aquarium Adventures”) are included with aquarium admission of \$29.95 adult (18 and over); \$27.95 senior (65+) and student (13-17 or with college I.D.); and \$19.95 children (3-12) and the disabled. (2011 rates) Children under 3 are admitted free. Discounted tickets for members of the military and their families can be purchased in advance at many California and Nevada installations.

Advance tickets can be purchased online at [www.montereybayaquarium.org](http://www.montereybayaquarium.org); or by phone from the aquarium at (800) 756-3737. To register for “Aquarium Adventures” programs, call

(866) 963-9645. Guests at Monterey Peninsula hotels can buy tickets at hotel front desks. Visitors can book rooms and learn about special lodging packages with one phone call to 1-888-221-1010; or visit [www.montereyinfo.org](http://www.montereyinfo.org) for more information.

Onsite parking for visitors with disabilities is available by arrangement. Parking for general visitors is located three blocks away, in the Cannery Row parking garage. From Memorial Day to Labor Day, the free MST Trolley links the aquarium and Cannery Row with downtown Monterey and major waterfront destinations including Fisherman's Wharf. For more information, call (831) 648-4888 or visit [www.montereybayaquarium.org](http://www.montereybayaquarium.org).

- 30 -

**Editors: Digital images and video b-roll is available on request through the Public Relations department. Get a preview at [www.montereybayaquarium.org/aa/pressroom](http://www.montereybayaquarium.org/aa/pressroom)**

**[Back to top](#)**

Updated: January 2011

# Monterey Bay Aquarium

## Overview – 2011

|                                                 |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |
|-------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>MISSION:</b>                                 | To inspire conservation of the oceans                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |
| <b>GRAND OPENING:</b>                           | October 20, 1984                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |
| <b>LOCATION:</b>                                | 886 Cannery Row, Monterey, California                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |
| <b>HOURS:</b>                                   | The aquarium is open daily, except Christmas Day. Hours of operation vary by season. Visit <a href="http://www.montereybayaquarium.org">www.montereybayaquarium.org</a> or call (831) 648-4888 for daily schedules.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |
| <b>ADMISSION RATES:</b>                         | \$29.95 Adult (18 and over)<br>\$27.95 Senior (65 and over)<br>\$27.95 Student (13-17, or with college I.D.)<br>\$19.95 Child (3-12)<br>\$19.95 Disabled<br>Group rates available for 20 or more (by reservation; 1-866-963-9645)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |
| <b>INFORMATION:</b>                             | (831) 648-4888; <a href="http://www.montereybayaquarium.org">www.montereybayaquarium.org</a>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |
| <b>ADVANCE TICKETS/<br/>RESERVATION CENTER:</b> | 1-800-756-3737 (toll free) or online at <a href="http://www.montereybayaquarium.org">www.montereybayaquarium.org</a>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |
| <b>OPERATING BASIS:</b>                         | Private non-profit, self-supporting; no public funding; annual budget \$55 million                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |
| <b>CAPITAL COST:</b>                            | Nearshore galleries: \$55 million (opened October 1984)<br>Outer Bay galleries: \$57 million (opened March 1996; closed for renovation, will reopen July 2011)<br>New entry, ticket lobby and skywalk: \$10 million (opened May 2004)<br>Ocean's Edge galleries (updated Nearshore galleries): \$11 million (opened May 2005)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |
| <b>CURRENT SPECIAL<br/>EXHIBITIONS:</b>         | <p>“Hot Pink Flamingos: Stories of Hope in a Changing Sea” – Through the stories of amazing animals—including tropical wading birds, green sea turtles, colorful coral reef creatures and playful Magellanic penguins—visitors gain a new perspective on global climate change. Seven galleries weave together stories about how climate change is affecting ocean animals, and hopeful tales of the many ways people and communities across the globe are fighting climate change and making a difference.</p> <p>“The Secret Lives of Seahorses” showcases many beautiful species of seahorses and their kin. Galleries focus on the seahorse family, camouflage techniques, mating rituals and unique male pregnancy. Visitors uncover some of the “secrets” of seahorses, and also learn how to help protect these amazing animals and their habitats in the wild.</p> |
| <b>GALLERIES AND<br/>MAJOR EXHIBITS:</b>        | Nearly 200 galleries and exhibits devoted to the diverse habitats of Monterey Bay. The four largest exhibits are the Open Sea (1 million gallons); the Kelp Forest (335,000 gallons); Monterey Bay Habitats (326,000 gallons); and Sea Otters along the Rocky Coast (55,000 gallons). One of the world's largest jellyfish galleries.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |

- LIVE EXHIBITS:** More than 35,000 animals and plants representing over 550 species of fishes, invertebrates, mammals, reptiles, birds and plants found in Monterey Bay and other marine habitats worldwide.
- FEEDING SHOWS:** Sea Otters at 10:30, 1:30 and 3:30 daily  
Blackfooted Penguins at 10:30 and 3:00 daily  
Kelp Forest dive show at 11:30 and 4:00 daily  
Open Sea at 11:00 daily (Beginning July 2011)
- DIMENSIONS:** Site: 3.3 acres  
Exhibits and other public areas: 175,064 sq. ft. (excludes decks)  
Ocean-view decks: 25,500 sq. ft.  
Behind-the-scenes: 125,300 sq. ft.  
Total aquarium square footage: 322,000 sq. ft.
- ATTENDANCE:** Grand opening year: 2.37 million  
Outer Bay grand opening year (1996): 2.41 million  
Total in 2009: 1.9 million  
Annual average: 1.8 million  
Total through 2009: 46 million
- STAFF AND ADMINISTRATION:** Approximately 425 full and part-time staff; over 1,000 volunteers.
- DISABLED ACCESS:** All exhibits and aquarium facilities are accessible to people with disabilities. Assisted listening devices are available for the deaf and hard of hearing; most exhibit videos are captioned; wheelchairs are available free for use during a visit. Ask for details at the Information Desk.
- VISITOR INFORMATION:** Free visitor maps are available at the Information Desk.
- ON THE WEB:** Information about all permanent and special exhibits, events and promotions, as well as an online pressroom with full press kits and photo & video libraries can be found online at [www.montereybayaquarium.org](http://www.montereybayaquarium.org).

[Back to top](#)

# INSPIRING OCEAN CONSERVATION

The mission of the Monterey Bay Aquarium is to inspire conservation of the oceans. Approximately 425 full and part-time staff members and over 1,000 volunteers at the non-profit aquarium work toward these goals. The \$55 million annual budget of the Monterey Bay Aquarium Foundation is supported by earned revenue (admission, gift and bookstore sales) and contributed income (memberships and donations). Major endeavors include:

## **Exhibits**

Aquarium exhibits are a living extension of Monterey Bay, which lies at the heart of the nation's largest marine sanctuary. Exhibits feature more than 35,000 creatures and over 550 species of plants and animals from the waters off California's central coast – and beyond. Seawater from the bay is piped into the aquarium at a rate of up to 2,000 gallons per minute (1 billion gallons a year) to sustain a three-story living kelp forest, a Monterey Bay Habitats exhibit with large sharks and schooling fishes, a two-story sea otter exhibit, a walk-through aviary and nearly 200 smaller exhibits and galleries devoted to the varied habitats around the bay, from rocky shores to coastal estuaries and the sandy seafloor.

The Open Sea galleries (open July 2011) tell the story of marine life found in open ocean waters of the temperate Eastern Pacific. Exhibits include a million-gallon indoor ocean and large jellyfish galleries. Vanishing Wildlife focuses on why magnificent animals like sea turtles, sharks and tunas need our protection, and what we can do to help. Special exhibitions feature sea life stories and conservation topics from around the world.

## **Education & Outreach**

Each year, school programs serve over 80,000 visiting schoolchildren. Students take part in guided and self-guided tours and classroom programs taught by staff educators. The Splash Zone family gallery becomes an extended classroom for Head Start students and families around Monterey Bay. All education programs are offered free of charge. Other conservation and science initiatives for young people include a Student Oceanography Club; Teen Conservation Leaders (TLC); Young Women in Science, a week-long summer program for teens; Mar Y Campo (Sea & Field), Watsonville Area Teens Conserving Habitats (WATCH), which support two local high schools with environmental education programs; and a Student Guide program in which young people learn to interpret Monterey Bay marine life for aquarium visitors.

Annual teacher workshops and teacher institutes help educators become more effective at teaching science and sharing their skills with colleagues. Materials for teachers and students are available online.

More than 500 volunteer guides (out of over 1,000 volunteers in all) receive ongoing marine science training from aquarium staff. They add depth to a visit by answering visitors' questions and leading tours.

## **Conservation Research**

Biologists with the Monterey Bay Aquarium Sea Otter Research and Conservation program are assessing the long-term health of California's sea otter population and play key roles in recovery efforts for this threatened population. The research-oriented approach supports the priorities of the federal sea otter recovery plan released in April 2003 by the U.S. Fish and Wildlife Service to identify the possible causes that have slowed the growth of the southern sea otter population, including increased rates of infectious disease and parasites within the wild otter population.

The aquarium's program is the only one of its kind in the world to care for stranded otter pups and return to the wild those animals that can contribute to the recovery of the wild population. Staff and volunteers constantly refine their techniques for the care of injured and orphaned sea otters. Protocols developed at the aquarium will be applied in the event of a major oil spill in the sea otters' California range.

Staff and research colleagues with our White Shark Project tag and track adult and juvenile great white sharks in the eastern Pacific, and collect DNA samples in an effort to map the migrations and genetic diversity of these top ocean predators. Project staff also brings young white sharks to the aquarium for exhibit; since 2004 five animals have been kept at the aquarium for periods up to six months before they were tagged and successfully returned to the wild.

The Tuna Research and Conservation Center (TRCC), a joint project with Stanford University, is the world's leading center to study these ecologically and commercially important fishes. TRCC scientists have been working since 1996 to answer basic questions about tunas' marathon migrations by tagging individual fish in the wild with electronic data tags, documenting genetic diversity and distribution of tuna populations across ocean basins through DNA analysis, and studying basic tuna physiology by studying captive populations of warm-blooded tuna and their cold-blooded relatives.

Aquarium researchers conduct long-term field studies of sea otter behavior; and study the basic physiology and husbandry of open-ocean and deep-sea animals, including sharks, jellies and schooling fishes. Our internship program brings college students to the aquarium for original research projects.

The independent Monterey Bay Aquarium Research Institute (MBARI; [www.mbari.org](http://www.mbari.org)) uses Monterey Bay as a living laboratory to study complex deep sea and open ocean systems. Engineers at the institute design new tools for scientists to use in their research. Aquarium visitors can see researchers at work during daily auditorium programs featuring live video from deep-sea research submersibles. And a permanent exhibit, Mission to the Deep, highlights MBARI's tools and technologies with interactive displays, high-definition footage and animation to transport visitors into the deep sea.

Shorebirds, corals and many marine animals breed in our exhibits or are reared behind the scenes. Some birds are returned to the wild, and animals deemed non-releasable can be shared with Association of Zoos and Aquariums (AZA) accredited institutions to reduce collecting from the wild.

### **Resource Conservation**

The aquarium is a leader in conservation business practices, from our seafood buying policies and conservation requirements for vendors who deal with our gift and bookstores; to programs that reduce our carbon footprint, conserve water, encourage alternative transportation and promote recycling.

Staff use vanpools, receive free bus passes, pay reduced parking fees for carpooling, and enjoy incentives for riding a bike or walking to work. The aquarium helps subsidize a community shuttle bus serving waterfront destinations and hotels during summer months. Voluntary staff contributions to a Conservation Action Fund support habitat restoration projects in the Monterey Bay region.

The growing impacts of carbon pollution on the health of the oceans means that programs to address climate change – in our business practices, our exhibits and programs, and our conservation advocacy initiatives – will be a priority in the years to come.

Aquarium publications are printed on recycled paper or published online, and most waste generated by aquarium offices, shops and gift and bookstores is recycled. Cleaning materials and other chemicals used here have largely been replaced with nontoxic products. The aquarium's Seafood Watch program is a leader in transforming the seafood market to support sustainable fisheries and aquaculture. We created Seafood Watch guides for consumers and partner with restaurants and food service companies to help them shift to sustainable seafood purchasing. Details are available at [www.seafoodwatch.org](http://www.seafoodwatch.org).

[\*\*Back to top\*\*](#)



## MONTEREY BAY AQUARIUM

### Events Calendar 2011

- **Shark Days (February 12 & 13)**  
*Awe...fear...wonder...respect. Sharks and rays have always evoked strong feelings. Learn more about these amazing animals from the Aquarium's experts.*
  
- **Dia del Nino (April 10)**  
*Celebrate children and families with a craft room, live music, prize drawings and Latin American musical performances throughout the Aquarium. Children 12 and under will be admitted free all day.*
  
- **Cooking for Solutions (May 20 - 22)**  
*Celebrity chefs from around the country gather for a celebration of sustainable seafood. Events include the signature gala, food and wine adventures, cooking demonstrations and more. On Saturday, all Aquarium visitors enjoy the Sustainable Foods Celebration featuring special food events and book signings.*
  
- **World Oceans Day Celebration (June 4 & 5)**  
*About 70% of our planet is covered by ocean. The Aquarium invites visitors to join in for an international ocean awareness day. Come celebrate this amazing ecosystem and discover your role in assuring we have healthy oceans in the future.*
  
- **Evenings by the Bay – Saturdays & Sundays (July 2 through September 4)**  
*Spend summer evenings on the bay with extended Aquarium hours until 8pm on Saturdays and Sundays in the summer. Get a few more hours to commune with our animals, and enjoy special programs, live music and special events.*
  
- **Otter Days (September 24 & 25) – Sea Otter Awareness Week – Sept 25 – October 1**  
*Learn about Monterey Bay's most charismatic creatures from experts who care for them at the Aquarium and researchers who study them in the wild. Special family activities and programs all feature adorable otters.*
  
- **Fiesta del Mar (October 16)**  
*An annual Latin American cultural festival celebrating ocean conservation. Bi-lingual feeding shows, musical performances and other entertainment, plus the "Heroe del Medio Ambiente" award are part of this celebration. Children 12 and under will be admitted free all day.*
  
- **Feathered Friends (November 19 & 20)**  
*The Aquarium is home to a variety of birds – penguins, shorebirds and even an albatross. Find out how our aviculturists train and care for our feathered friends, and get an up close and personal look at some of them.*
  
- **Community Day (December 11, Open House December 3 – 11)**  
*The Aquarium invites local conservation and environmental organizations to share their contributions with residents and provide them with opportunities to get involved. During Community Open House, the Aquarium is free to residents of Monterey County.*

[Back to top](#)

For information contact:

Angela Hains: (831) 647-6804; [ahains@mbayaq.org](mailto:ahains@mbayaq.org)

Karen Jeffries: (831) 644-7548; [kjeffries@mbayaq.org](mailto:kjeffries@mbayaq.org)

## **“HOT PINK FLAMINGOS” TAKES WING AT THE MONTEREY BAY AQUARIUM**



*Compelling special exhibition tells climate change story through the lives of remarkable ocean wildlife*

Through September 6, 2011, amazing animals will capture visitors’ hearts and minds in the Monterey Bay Aquarium’s newest special exhibition, “Hot Pink Flamingos: Stories of Hope in a Changing Sea” (opened March 29, 2010).

They’ll also gain a new perspective on global climate change by viewing its potential impacts on tropical wading birds, green sea turtles, the colorful creatures that inhabit coral reefs, hypnotic jellies, playful Magellanic penguins and other ocean animals.

Visitor’s journey through seven galleries that weave together stories about the many ways that climate change is affecting ocean animals – and tales of hope involving people and communities that are fighting climate change and making a difference.

Everywhere, visitors are invited to explore how they can join with the aquarium and people around the world in taking small but significant steps to slow the climate crisis and protect ocean wildlife.

“At a time when there’s no shortage of bad news about the state of the oceans, it’s heartening to have things to celebrate,” said aquarium Executive Director Julie Packard. “This exhibit highlights those stories of hope and success.

“It’s important to remember that the oceans are incredibly resilient,” she added. “Given a chance to recover, they can produce a remarkable abundance of life – much more than we see today.”

Visitors are welcomed to “Hot Pink Flamingos” through a motif of iconic posters like those used to promote national solidarity during wartime or to mobilize the public for social change. In this case, they highlight challenges of a changing ocean, provoking questions and encouraging visitors to make a difference. Galleries in the 7,000-square-foot exhibition introduce visitors to living animals from around the world, and incorporate video and hands-on activities to address how our use of fossil fuels creates carbon pollution. Live and multimedia exhibits also spotlight the many impacts carbon pollution has on the oceans: from rising sea levels and melting Arctic ice, to ocean acidification, warming waters and disappearing food. Still, the overall message of “Hot Pink Flamingos” is one of hope.

In the “Under Water” gallery, visitors come face-to-face with gangly five-foot-tall Chilean flamingos, scarlet and white ibises, striking roseate spoonbills, cattle egrets and other wading birds, and

discover how rising sea levels affect coastal wetland habitats. An interactive map illustrates what the impacts might be on coastal cities around the world.

The living exhibits are paired with “Hope Electrified” – a gallery showing how a switch to clean energy can reduce carbon pollution and combat future flooding. It offers tales about fossil fuel-free technology that exists today, and the people who produce alternative energy, making a living for themselves while greening the Earth.

In the evocative “Acid Ocean” gallery, visitors encounter a healthy coral reef community bustling with exotic fishes, ornate sea anemones and other animals. The 10-foot-long reef showcases the textures, colors and motion of living corals, as bright yellow butterfly fish, tangerine-hued anemone fish and other species dash about the reef.

Nearby, embedded in a realistic coral “graveyard,” an animated video illustrates the dire threat the oceans face from climate change: acidification that is changing ocean chemistry, putting corals and other marine life at risk. Here, visitors get a glimpse into cutting-edge technology that colleague scientists at the Monterey Bay Aquarium Research Institute (MBARI) are using to monitor these changes.

In the “Iceless Arctic” gallery, visitors witness the dramatic impacts that melting polar ice is having on villagers in Shishmaref, Alaska and how they are adapting to these changes. Dramatic visual effects offer visitors a sense of what life is like in the town as it begins to melt beneath their feet.

Nearby, in “Faith and Action,” visitors meet people from religious communities – Buddhist, Christian and Muslim – who are acting to reduce carbon emissions and slow climate change because they believe they have an ethical responsibility to be good stewards of the Earth.

While some jelly species may thrive in warmer waters, “Simmering Seas” introduces tropical spotted jellies that could disappear in a warmer ocean. In a nearby exhibit, young green sea turtles help illustrate how rising temperatures could affect the gender of baby turtles in the nest or threaten sea turtles’ nesting beaches altogether. “World of Change” highlights countries and cities that have set goals for reducing carbon pollution and that are cutting their carbon footprint in creative ways. Interactive panels take visitors to Costa Rica, where taxes pay for forest conservation; to New Zealand, where an airline is using fuel made from plants; to Iceland, where 80 percent of the energy supply comes from hydropower and geothermal power; and to San Francisco, Chicago, Paris, Bihar, India and other model cities that are leaders in the climate change fight.

Similarly, “Hope Taking Root” shares stories of local actions that are making a difference – and provokes visitors to consider what they can do at home to slow the climate crisis.

Playful Magellanic penguins can be found in the “Vanishing Feast” gallery. These charismatic birds from South America serve as emissaries for all seabirds affected by a changing sea. Climate

change is likely impacting prey species, such as sardines, on which these penguins depend, forcing them to swim further in search of food. In 2008, several hundred starving penguins washed ashore in Brazil after a search for food took them into a strong current that swept them hundreds of miles from home.

Brazil's Niteroi Zoo, which nursed hundreds of birds back to health including Magallenic penguins, has collaborated with the aquarium, and others to provide a home to a few stranded penguins that cannot be returned to the wild.

A final gallery, "Make Change, Not Carbon," focuses on steps visitors can take in their homes and their communities. An innovative, interactive kitchen invites visitors to explore easy ways to reduce energy use and save money at home.

Five interactive multimedia stations invite each visitor to commit to making one change in their daily lives to help slow the climate crisis. They then are asked to add their photo to the sea of portraits of those who have taken a pledge to action. Nearby, two electronic postcard stations encourage visitors to let elected officials know that they're concerned about climate impacts on ocean wildlife.

Scattered throughout "Hot Pink Flamingos" are talkback stations where visitors are encouraged to share their concerns, opinions, thoughts and feelings about the climate crisis, and where they can pledge to do their part. Spanish-speaking visitors will find bilingual signage and video captions throughout the exhibition.

"Hot Pink Flamingos: Stories of Hope in a Changing Sea" offers many reminders that we all belong to this Earth and are responsible for taking care of our home – and that we can help lessen the impacts of the climate crisis by making little changes on our own and big changes together.

"Hot Pink Flamingos: Stories of Hope in a Changing Sea" is included with regular aquarium admission of \$29.95 adult; \$27.95 senior (65+) and student (full-time college, with I.D.); and \$19.95 children 3-12 and the disabled (**2011 prices**). Children under 3 are admitted free of charge. Discounted tickets for members of the military and their families can be purchased in advance at many California and Nevada installations. Hours of operation vary by season. Visit [www.montereybayaquarium.org](http://www.montereybayaquarium.org) or call (831) 648-4888 for daily schedules, and more information about "Hot Pink Flamingos: Stories of Hope in a Changing Sea" and the aquarium in general.

Advance tickets can be purchased online or toll-free by phone from the aquarium at (800) 756-3737. Seasonal specials, details about special events and programs, family activities and live web cams can all be found online at [www.montereybayaquarium.org](http://www.montereybayaquarium.org).

The mission of the Monterey Bay Aquarium is to inspire conservation of the oceans.

Updated: January 2011

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Angela Hains: (831) 647-6804; [ahains@mbayaq.org](mailto:ahains@mbayaq.org)

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# **DURING ITS SILVER ANNIVERSARY YEAR, AQUARIUM UNVEILS “THE SECRET LIVES OF SEAHORSES”**



*New special exhibition offers an intimate look at these fascinating, fragile fishes*

Seahorses have been celebrated in art, literature and mythology for centuries, so you’d think we know a lot about them. In “The Secret Lives of Seahorses,” the Monterey Bay Aquarium’s special exhibition (opened April 6, 2009) visitors discover that nothing could be further from the truth.

More than 15 species of seahorses, sea dragons and pipefish beckon you into the elusive world of these charismatic creatures. The Secret Lives of Seahorses highlights the varied habitats in which seahorses and their relatives live, and shares important stories about the threats they face in the wild.

“Seahorses are wonderful ambassadors for ocean conservation because they live in the most endangered habitats in the world – coral reefs, sea grass beds and mangrove forests,” said Ava Ferguson, senior exhibit developer for The Secret Lives of Seahorses. “When you save a seahorse, you also save some of Earth’s most precious marine habitats.”

Through wrought-iron gates, visitors enter the first gallery, “Seahorses and Kin,” and meet the seahorse family: fishes that have fused jaws and bony plates in place of the scales normally associated with fish. Although seahorses and their kin come in many shapes and sizes, all are masters of disguise. Their ability to camouflage and blend with their environment helps them avoid detection by predators.

At first glance, it’s easy to see why seahorses are a source of fascination. With a head like a horse, a snout like an aardvark, a belly pouch like a kangaroo, a prehensile tail like a monkey and the ability to change colors like a chameleon, seahorses are anything but ordinary.

Sadly, the mystique that draws people to seahorses is also the reason they’re in jeopardy in the wild.

“So little is known about seahorses that we are at risk of losing these animals before we even know them,” said Ferguson. “Until recently, we had no idea that seahorses were being caught and collected at a rate that threatens their survival.”

Of the 34 known seahorse species, eight are listed as threatened to some degree on the International Union for Conservation of Nature’s (IUCN) “Red List.” Several factors are contributing to the decline of seahorse populations worldwide: loss of coral reefs and coastal habitats where they live,

harmful fishing practices in which seahorses are accidentally killed as bycatch, and the excessive collecting of seahorses for the curio trade and for use in traditional medicines.

The multimedia galleries in *The Secret Lives of Seahorses* connect visitors with conservation stations that provide the tools they need to help save these fascinating animals.

In the second gallery, “Growing Up,” visitors learn why seahorses and their relatives are the ocean’s kings of camouflage. One live exhibit features sticklike shrimpfish, which usually keep their heads pointed downward between sea urchin spines and colorful corals to blend with the surrounding habitat. Seahorse fry in another live exhibit helps demonstrate how seahorse babies are insanely tiny yet totally self-sufficient.

An interactive display at a Seafood Watch conservation station in *The Secret Lives of Seahorses* prompts visitors to learn more about how their seafood choices affect seahorses. For more information on the aquarium’s Seafood Watch program visit [www.seafoodwatch.org](http://www.seafoodwatch.org).

In the “Getting Together” gallery, visitors learn that birds are not the only animals that woo mates with fancy dancing. Seahorses, sea dragons and pipefish engage in elaborate courtship rituals before they mate – sometimes lasting for three days.

Each morning during the breeding season a seahorse pair greets and signals interest in each other by displaying bright colors, intertwining tails, twirling around and promenading side by side. If the pair finally decides to mate, they’ll join together and rise in the water column as the female deposits her eggs into the male’s brood pouch where they are fertilized. The “Getting Together” gallery also features an animated film of this courtship ritual.

Competition is fierce among one seahorse species found in this gallery; male potbelly seahorses are known to fight over mates. The third smallest seahorse species, the dwarf seahorse, along with California’s only seahorse species, the Pacific seahorse, and the vibrantly colored banded pipefish are other animals featured in the “Getting Together” gallery.

In this gallery, visitors can send an electronic postcard to California Gov. Arnold Schwarzenegger to support the creation of marine protected areas in southern California waters, which are home to the Pacific seahorse, as well as five pipefish species.

Perhaps what most distinguishes seahorses from the rest of the animal kingdom is their unique life history – the males become pregnant and give birth. Tiled murals in the “Giving Birth” gallery highlight three different parenting strategies used by seahorses and their relatives. While male sea dragons and pipefish carry their young on a specialized brood patch on the abdomen or the tail, only seahorses have a fully enclosed brood pouch. In this gallery, visitors can find the longsnout and shortsnout seahorse species, along with a mangrove community that’s home to yellow seahorses and alligator pipefish.

Toward the end of the exhibition, visitors can pick up a pledge card that urges them to avoid buying dried seahorses and other curios in souvenir shops. And to commemorate their visit, they can take a photo alongside a five-foot tall sculpture of a pregnant male longsnout seahorse.

To “walk the talk” about seahorse conservation, Monterey Bay Aquarium is either breeding seahorses for the exhibit onsite, or acquired animals from accredited institutions or licensed dealers who adhere to best conservation practices. Also, seahorse enthusiasts can connect with one of the aquarium’s virtual seahorses by becoming friends with Herbie Hippocampus on Facebook.

[www.facebook.com/people/Herbie-Hippocampus/1297941290](http://www.facebook.com/people/Herbie-Hippocampus/1297941290)

Spanish-speaking visitors will find bilingual signage and video captions throughout “The Secret Lives of Seahorses.”

The Secret Lives of Seahorses is included with regular aquarium admission of \$29.95 adult; \$27.95 senior (65+) and student (full-time college, with I.D.); and \$19.95 children 3-12 and the disabled (**2011 prices**). Children under 3 are admitted free of charge. Discounted tickets for members of the military and their families can be purchased in advance at many California and Nevada installations.

The aquarium is located on historic Cannery Row in Monterey. Hours of operation vary by season. Daily schedules are available online at [www.montereybayaquarium.org](http://www.montereybayaquarium.org) or by calling (831) 648-4888. Summer hours include extended weekend hours, from 9:30 a.m. to 8 p.m. on Saturdays and Sundays.

More information about The Secret Lives of Seahorses and the aquarium in general is available online at [www.montereybayaquarium.org](http://www.montereybayaquarium.org); or by calling (831) 648-4888. Advance tickets can be purchased online or by phone from the aquarium at 1-800-756-3737. Seasonal specials, details about special events and programs, family activities and live web cams can all be found online at [www.montereybayaquarium.org](http://www.montereybayaquarium.org).

The mission of the Monterey Bay Aquarium is to inspire conservation of the oceans.

- 30 -

**Editors: Please contact Public Relations for images of animals featured in The Secret Lives of Seahorses.**

[Back to top](#)

# What they're saying about the Monterey Bay Aquarium

## Awards & Honors (partial list)

- 2010 – Aquarium Executive Director Julie Packard honored the Lifetime Achievement Award by the **National Marine Sanctuary Foundation** for her commitment to ocean sustainability and leadership
- 2009 – Aquarium Executive Director Julie Packard named one of nine Coastal Heroes by *Sunset Magazine* and the California Coastal Commission
- 2008 – *Travel + Leisure Family* named the aquarium one of the Top 10 Places to See Before You're 10
- 2008 – *Bon Appétit Magazine* named the aquarium Tastemaker of the Year for our Seafood Watch program.
- 2007 - *Parents Magazine* rated us the No. 1 kid-friendly aquarium on its list of “The 10 Best Aquariums for Kids”
- 2007 - **TripAdvisor®** users rated us No. 8 on the Top 10 list of best U.S. travel attractions of all kinds
- 2007 - The international **Themed Entertainment Association** gave its 2007 “Thea” Award to the Real Cost Café for outstanding achievement in experience design (sustainable seafood exhibit).
- 2005 - **American Zoo and Aquarium Association** Exhibit Award for “Sharks: Myth and Mystery” special exhibition
- 2004 - **Zagat Survey® 2004 U.S. Family Travel Guide** No. 1 aquarium in the United States; No. 3 top-rated family attraction in the United States
- 2003 - **National Association for Museum Exhibition** Curators’ Award (American Association of Museums’ highest exhibit award) for “Jellies: Living Art” special exhibition
- 1998 - *Coastal Living Magazine*’s Award for Cultural and Environmental Education
- 1998 - **Coastal America** recognition as a Coastal Ecosystem Learning Center
- 1997 & 2000 - **American Zoo and Aquarium Association** Exhibit Awards
- 1995 - **Urban Land Institute** Award for Excellence
- 1988 - **American Institute of Architects** Honor Award

## Quotes (highlights)

“One of the most enchanting aquariums in the world.” -- *Forbes Traveler*

“Not only is it one of the premier organizations fighting to save our oceans from overfishing and pollution, it is also a haven for marine life lovers eager to gaze at playful otters, undulating jellyfish, waddling penguins, respect-inducing sharks – and faithful re-creations of local underwater habitats.” -- *Los Angeles Times*

“For my money, the best aquarium in America.”

-- *Keith Bellows, editor, National Geographic Traveler*

“My apologies to Baltimore, which has a really great aquarium, but Monterey is very likely the world’s best.” -- *Washington Post*

“...arguably the greatest aquarium in the world.” -- *The Guardian (United Kingdom)*

“Coolest aquarium in the world.” -- *Bill Nye, “The Science Guy”*

“Monterey Bay Aquarium is the most technically sophisticated – and perhaps the most esthetically successful – public aquarium yet built.” -- *Newsweek*

“...set a new bar in the art of showing off sea creatures to the public.” -- *USA Today*

“As soon as you enter the aquarium, the cathedral aura of the Kelp Forest, with sunlight streaming down from above, turns your head and pulls you over, bidding you to slow down and meditate on the majesty that lies hidden just offshore.” -- *National Geographic*

“As a habitual aquarium-goer, I’ve seen my share of these institutions...The Monterey Bay Aquarium is, for me, the clear winner...Like all great aquariums [it] offers not just an assemblage of fish but a passionate argument that the ocean is far more intricate and alive than you ever imagined it to be.” -- *Travel/Holiday*

“In my mind, the Monterey Bay Aquarium is the most beautiful and most effective aquarium in the world.” -- *Dr. Carl Safina, executive director, Blue Ocean Institute*

“Stunning seems too meager an adjective for the facility....” -- *Dallas Morning News*

“...knock-your-socks-off marine exhibits.” -- *Boston Globe*

“A quantum leap was made with Monterey; nobody will be able to do it again.”  
-- *John McCosker, California Academy of Science*

“A superstar....a perfect balance between education and entertainment.” -- *Copley News Service*

“It’s hard to find enough superlatives to describe what’s going on at the Monterey Bay Aquarium.”  
-- *Reno Air Approach*

“This aquarium routinely makes history.” -- *National Geographic Traveler*

“One of the world’s most impressive aquariums.” -- *Financial Times of London*

“Making the ordinary extraordinary is business as usual at the (Monterey Bay) aquarium.”  
-- *Chicago Sun-Times*

“Remarkable.... As I watched the schools of fish slowly circling...I began to slip into the rhythm, the silence, of life under the surface of Monterey Bay, a deep and boundless home.”  
-- *New York Times*

“It won’t get you wet, but it will make your head swim.” -- *Sacramento (Calif.) Bee*

“Standing before the showpiece of the Outer Bay wing – the world’s largest window, opening onto a seemingly infinite water world swirling with tuna, barracuda, bonitos and sharks – I realize I’m confronting the newest Wonder of the World.” -- *American Airlines’ American Way*

“Ranked one of the nation’s top family attractions, it’s the Disneyland of aquariums, housing one of finest collections of sea creatures on the planet. It’s like strolling through an aquatic dream where more than 350,000 marine animals and plants coexist in a magical setting.” -- *www.localgetaways.com*

“We dare you not to be mesmerized and enriched by this ecoconscious aquarium.”  
-- *www.lonelyplanet.com*

[Back to Top](#)