

CELEBRATING 10 AMAZING YEARS OF UNDERWATER ADVENTURE

Melbourne Aquarium is celebrating the 10-year anniversary of its public opening with a massive birthday party featuring special activities and entertainment for visitors throughout Saturday 16 and Sunday 17 January.

For the past decade, visitors have been treated to an amazing underwater journey of discovery, with some wonderful animals such as sharks, stingrays, turtles, hundreds of tropical fish and the latest additions to the Melbourne Aquarium family – a collection of sub-Antarctic King and Gentoo penguins.

General Manager Rob Taranto said he is extremely proud that “Melbourne Aquarium has maintained its position as a leader in the tourism and leisure industry through a decade of delivering entertaining and educational experiences for our visitors.”

“Our longevity and our commitment to providing high-quality products and experiences were recently recognised at the 2009 Victorian Tourism Awards. Melbourne Aquarium was judged by the industry as 2009’s Best Major Tourist Attraction – an award which we first won eight years earlier in 2001,” Mr Taranto said.

Across this weekend, Melbourne Aquarium will be transformed into a party zone with live entertainment and extra activities including reptile encounters, colouring competitions, face painting and special visits from mascots Sharkie and Pengy.

Even the animals are joining the celebration, with special Happy Birthday presentations including a very special Fish Cake being lowered in to the shark tank during the 11am, 3pm and 6pm feeds.

KEY FACTS

Opening Date:	15 January 2000
Total Visitation:	Just over 7.2 million visitors – including almost 1 million interstate and 700,000 international visitors
Product Experiences:	<ul style="list-style-type: none">• Four amazing worlds to discover – Antarctica, Weird & Wonderful, River to Reef and Sharks Alive• Shark Dives, Glass Bottom Boat Tours, shark feeds and special presentations• Education service for students based on the Victorian curriculum• Five unique function spaces for private and public events
Number of Animals:	Approx. 3,000 animals from 500 different species
Number of Staff:	187 full-time, part-time and casual staff
Volume Of Water:	3.5 million litres over 50 exhibits
Ownership:	As a part of the publicly-listed Living and Leisure Australia Group, Melbourne Aquarium is owned and operated by Oceanis Australia, who also manages aquariums in Queensland, China, Thailand and Korea.
Major Awards:	<ul style="list-style-type: none">• 2009 Victorian Tourism Awards – Winner: Best Major Tourist Attraction• 2006 Victorian Tourism Awards – Winner: Tourism Product Marketing• 2002 Australian Tourism Export Council Awards – Winner: Best Australian Attraction for Product Excellence• 2001 Victorian Tourism Awards – Winner: Best Major Tourist Attraction

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For more information, please contact:

Daniel Petrillo - Communications Manager - 0414 592 340 - dpetrillo@melbourneaquarium.com.au

Gabriella Iacuone - Public Relations Coordinator - 0448 569 824 - giacuone@melbourneaquarium.com.au