

Editor's notes

Below is some general information about National Marine Aquarium, to help you should you wish to write about us. Please also see our current press releases and our press release archive should you need any facts checked then please feel free to contact us:

Tel: 01752 275 238 media@national-aquarium.co.uk or contact Rachel Hadfield at our PR agency McKenna Townsend, rachel@mckennatownsendpr.com 01425 472330

About the National Marine Aquarium

Opened in 1998, the National Marine Aquarium was the first in the UK to be set up solely for the purposes of Education, Conservation and Research. It remains Britain's foremost aquarium attracting visitors from across the UK and internationally. Situated on the Barbican overlooking the magnificent Plymouth Sound, the Aquarium is a must-see on any visit to the South West.

The National Marine Aquarium is a registered charity committed to promoting a sympathetic understanding of the sea through programmes of education, conservation and research. With a mission to *drive marine conservation through engagement*. The National Marine Aquarium operates the largest public aquarium in the UK and is the lead partner in Just Add H₂O, a programme for schools that aims to *bring the marine curriculum alive*.

As a charity, every penny we make helps us to continue to operate, to fund our innovative learning programme, to participate in international conservation efforts and to support vital research, helping us to succeed in our mission.

The National Marine Aquarium is firmly established as a source of reliable and accurate information and is a regular advisor to many newspaper, magazine, radio and television projects - the BBC's 'Blue Planet' Series is perhaps the best known.

With a dedicated educational department, the National Marine Aquarium has a reputation for excellence in informal education serving tens of thousands of school children each year, which will be boosted by the new facilities due to open in April 2011. Students from the University of Plymouth have completed over 70 research projects in conjunction with the aquarium on subjects ranging from animal behaviour to sustainable tourism.

We are constantly evolving to meet the needs of the changing marine environment and in the twelve years since we first opened to the public, the Aquarium has gone from strength to strength; now under new direction we are entering a new phase in our development. We have many exciting projects in the taking place during 2011 to ensure that exhibits in the Aquarium are as up to date as possible. This year we are re-theming the Atlantic Reef to The Eddystone Reef and introducing our Saving Seahorses campaign.

The Aquarium experience comprises a total of 50 live exhibits including 3 massive tanks, the largest of which – Britain's deepest tank – holds 2.5 million litres of water. Over 4000 animals from 400 species are displayed in realistic habitats across 4 zones that take you from the shores of Plymouth Sound to the Great Barrier Reef tank in Blue Planet. Our website will take you through this journey with stunning photography and information bites.

Whilst the visitor experience is very important to us it serves a purpose to fund our other work which is to educate people on marine life, to protect the life contained in our oceans and ensure that they have a

sustainable future. Our aim is to engage the public on marine conservation issues and drive change through campaigning.

Ask the experts

Here at the National Marine Aquarium, we have built up a team of experts and as such are able to offer comment on a variety of issues, including but not exclusive to:

- Marine life
- Rare fishes
- Sharks
- Fisheries
- Marine conservation
- Marine environmental matters
- Climate change
- Animal Behaviour (With particular reference to cephalopods)
- Science Communication

Please contact the Media Department on 01752 275238 who will be able to refer you directly to the correct person.

On location

National Marine Aquarium is a unique location for a variety of filming or photography projects.

Proposals will be considered on an individual basis. Charges will be project specific and applied at the discretion of the management.

For initial enquiries please contact the Marketing Department on 01752 275238 or email john.crouch@national-aquarium.co.uk

Events for 2011

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| Feb half term | Slime!
The goo that helps you move - fun and sticky mess |
| Easter | Turtle Trek
Make you own turtle egg and follow the trail |
| May | Deep Sea
Find out what lurks in the deep and make a deep sea mask |
| June half term | Ocean Giants
We'll show you just how big marine creatures can grow! |
| Summer | Monsters, Myths and Mermaids
Are you a believer? Play our fact or fiction game. |
| Oct half term | Big Draw – the Sea and Me
Come and create with a free sketch pad |

December Santa's Little Helpers
Who helps who under the sea.

Key Management

Chairman of trustees	David Pridden
Managing director	Dr David Gibson
Head of science and learning	Paul Cox
HR / Finance director	Michaela Champion
Head of marketing / PR	John Crouch
Front of house operations	March Duchesne