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FOR IMMEDIATE RELEASE

Shark Week Returns At The Living Planet Aquarium

Shark Week is back, and it's got bite!

Sandy, UT (July 27, 2009) --- The Discovery Channel's annual Shark Week is back, beginning August 2! Shark Week is hailed as one of the Discovery Channel's most popular programs. This year, Shark Week will highlight the whys and hows behind some of the most memorable shark attacks. Also, specialists, historians and personal accounts reveal the complexities of shark behavior and bring to light the Great White; the ocean's most mysterious and dangerous shark of all.

"During Shark Week, the education department will be reintroducing our visitors to these amazing animals, many who have declining populations." Says Kelly Steffen, Director of Education. "We want to focus on the perception most people have about sharks and debunk the myth that all sharks are man-eating predators. In 2008, for example, there were 59 unprovoked shark attacks on humans worldwide. To put that in perspective, you are more likely to die from a lightning strike than be attacked by a shark."

The Living Planet Aquarium, located in Sandy, houses six species of sharks in a 15,000 gallon tank including two nurse sharks, two leopard sharks, one white-tip reef shark, one ornate wobbegong, one brown-banded bamboo shark and two white-spotted bamboo sharks.

In celebration of Shark Week, Aquarium members and visitors can learn about what makes sharks unique, their fascinating behavior, and the real story behind common shark myths during The Living Planet Aquarium's educational program, "Shark Spectacular". Shark Week at the Aquarium will also include shark story time, crafts and a scavenger hunt complete with exciting prizes. Aquarium members and visitors will also have the chance to win a Seiko dive watch, or admission passes and prizes from The Living Planet by entering to win at The Living Planet Aquarium July 13th through August 7th.

Schedule of Events:

- "Shark Spectacular": August 3rd, 4th, 6th and 7th (11am and 2:30pm) August 8th (2:30pm)
- Shark Story Time: August 3rd through August 7th (12pm and 3pm)
- Arts & Crafts: August 3rd through August 7th (1pm)
- Shark-themed Scavenger Hunt: All Day - August 2nd through August 8th

The Living Planet Mission Statement

The Living Planet Aquarium is dedicated to celebrating life on Earth by fostering a greater awareness and knowledge of Earth's diverse ecosystems and creating a deeper understanding of our place in the global system of life.

The Living Planet Aquarium is located at 725 E 10600 S in Sandy. Admission prices: \$8 Adult, \$7 student/seniors/military, \$6 Children ages 3-17, Free for children 2 and under. Annual membership prices: \$16 Adult, \$12 Children ages 3-17. The Living Planet is open Sunday-Thursday 10am-7pm and Friday/Saturday from 10am-8pm. Visit www.thelivingplanet.com or call 801-355-FISH (3474) for more information.

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