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## **BACVA, Maryland Science Center, National Aquarium and Waterfront Partnership Form Joint Summer Marketing Campaign**

*New exhibits bring prehistoric predators to the Inner Harbor for Baltimore Waterfront Invasion*

**(Baltimore, MD)** – The Baltimore Area Convention and Visitors Association (BACVA), the Maryland Science Center, the National Aquarium, and Baltimore’s Waterfront Partnership have formed a unique marketing partnership to promote summer visitation to Baltimore’s Inner Harbor. Dubbed the “Baltimore Waterfront Invasion,” this summer long promotional partnership between the organizations will launch Memorial Day weekend when the Maryland Science Center and the National Aquarium open *Chinasaurus: Dinosaur Dynasty* and *Jellies Invasion: Oceans Out Of Balance*, – two new exhibits that unleash prehistoric predators on the Inner Harbor. In addition to the new exhibits themselves, the summer long promotion will also include family-friendly events and activities and exciting “invasion” décor elements around the Inner Harbor.

This is the first time the organizations have pooled marketing and public relations resources to create a summer promotion centered around two popular attractions. By partnering, each organization can amplify its promotional efforts, both locally and regionally, and maximize individual budgets to offer a complete travel experience for out of town visitors, as well as activities that will appeal to the local community.

“This first-time marketing partnership will help each of our organizations leverage our marketing dollars in a more effective way to create more buzz about what’s happening in Baltimore this summer,” said Tom Noonan, president and CEO, BACVA. “We are excited for the opportunities that the Waterfront Invasion presents to attract the interest and attention of out of town visitors, and encourage our local community and businesses to join in on this exciting venture.”

Joint marketing efforts will include television, radio, outdoor, print and online advertising in Maryland, Washington, D.C., Virginia and Pennsylvania. Waterfront Invasion will kick off Memorial Day weekend, and additional details on tickets, events and the exhibits themselves will be unveiled in May. A dedicated Web site, [www.waterfrontinvasion.com](http://www.waterfrontinvasion.com), will update visitors regarding special Waterfront Invasion ticketing options, retail and restaurant discounts, hotel packages, and special events taking place around the Inner Harbor throughout the summer. In the meantime, visitors to the Web site can sign up early to receive information about activities as they are posted. The Waterfront Invasion will continue through Labor Day (September 7) when the “Chinasaurus” exhibit closes.

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About the exhibits:

*Chinasaurus: Dinosaur Dynasty* at the Maryland Science Center will feature more than 20 dinosaur skeletons in the largest touring exhibition of authentic Chinese dinosaur fossils. Visitors will discover massive skeletons, fossils, claws and dinosaur nests with real fossil eggs.

*Jellies Invasion: Oceans Out of Balance* at the National Aquarium will explore how Jellies have survived – and thrived – amidst environmental changes that have negatively affected other forms of sea life. Jellies are nearly invisible, but they are everywhere including the Atlantic Ocean, the Chesapeake Bay, and even Baltimore’s Inner Harbor. Nine different species of these unique and pre-historic creatures will be on display in an exhibit that is as mysterious and colorful as the Jellies themselves.

About BACVA

The Baltimore Area Convention and Visitors Association (BACVA) is the official sales and marketing organization for Baltimore that generates economic benefits for stakeholders through the attraction of convention, group and leisure visitors.

About the Maryland Science Center

The Maryland Science Center in Baltimore is visited by more than 500,000 people each year. Popular exhibits include: Dinosaur Mysteries with full-size dinosaurs and interactive paleontology activities; a day in the life of the human body in *Your Body: The Inside Story*; and dozens of interactive experiments in Newton’s Alley. Other attractions include the Kids Room, the five-story St. John Properties IMAX Theater, and the world-famous Davis Planetarium.

About the National Aquarium, Baltimore

The National Aquarium is a world-class aquatic institution dedicated to environmental education and stewardship. Its living collection, at venues in Baltimore and Washington, DC, includes more than 16,000 animals from more than 600 species of fish, birds, amphibians, reptiles and marine mammals that live in award-winning, recreated habitats. The National Aquarium’s mission is to provide transforming experiences that inspire people to enjoy, respect and protect the aquatic world.

About Waterfront Partnership

The driving force behind a cleaner, more attractive and more exciting waterfront, the Partnership provides direct services to keep the waterfront clean, safe and friendly. All summer long Waterfront Partnership Hospitality Guides assist visitors along the promenade by providing information, directions and taking photos of visitors. Additionally, the Guides assist in providing a range of free family-friendly activities along the promenade, which this summer will include children’s activities such as Waterfront Invasion coloring books, making dinosaur masks and free rubber toy jellyfish, as well as hula hoop contests and other unique activities. The Partnership also sponsors free family concerts in West Shore Park, movies and sport activities. Safety Guides ensure a safety presence along the waterfront and the Partnership’s landscaping team keeps the harbor area lush and colorful all year round.

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