



Pier 3 / 501 East Pratt Street
Baltimore, Maryland 21202-3194
www.aqua.org

Media Contact:
Jen Bloomer 410-576-3860
jbloomer@aqua.org

National Aquarium Celebrates Successful Dollar Days Weekend ***More than 13,000 Visitors Enjoyed \$1 Admission During This Special Holiday Tradition***

Baltimore (December 10, 2009)-'Tis the season for family, friends and fish! All three were in abundance last weekend as the National Aquarium celebrated Dollar Days Weekend and welcomed more than 13,000 people with \$1 admission price despite the snowy, cold weather. Near-capacity crowds filled the Aquarium on both days, eager to escape the cold, enjoy the tropical temperatures of the Rainforest and see the Aquarium's newest exhibit, *Jellies Invasion*. Guests also enjoyed special \$1 treats in the Aquarium cafés and had the opportunity to purchase \$1 items from the gift shop.

Dollar Days Weekend has been a tradition since the National Aquarium opened in 1981. It remains an important community event on the Aquarium's calendar, and a celebration of the season of giving. In the 30 years since it began, the promotion has expanded and now many other Baltimore City attractions also offer this special holiday promotion on the first Saturday and Sunday of December.

"We started Dollar Days when we opened as a way to thank our local community for welcoming the Aquarium to Baltimore," commented Kathy Sher, Senior Director of External Affairs. "We've kept this tradition ever since as a way to say thank you to the local community for the continued support through all the years."

Dollar Days Weekend is just one of many special admissions programs that the National Aquarium offers to the local community. Other programs include free visits for all students and teachers in Maryland's public and private schools, home school settings and daycares; discounted group pricing; discounted admission on Fridays after 5pm through March; Military Days; BaltiMORE For Less; Free Fall Baltimore; Grade-A Student Night; and Access Aquarium Programs for those with disabilities.

The National Aquarium, a non-profit organization, is Maryland's most exciting and popular cultural attraction, as well as one of the region's leading conservation and education resources. For close to three decades, it has been a symbol of urban renewal, an economic anchor for the region and a source of pride for Marylanders. It has enjoyed strong, reliable attendance since opening on August 8, 1981. With original attendance projections of 650,000 visitors per year, the National Aquarium has welcomed an average annual attendance of 1.5 million over the past 10 years. Through transforming experiences, the National Aquarium inspires people to enjoy, respect, and protect the aquatic world. It is dedicated to education and conservation through more than a dozen programs that serve the environment at the community.

Dollar Days Weekend is supported by Fox 45, CW Baltimore and Yellow Book.

-www.aqua.org-