

Clearwater Marine Aquarium Hires First Vice President of Sales and Marketing

Tourism, Hospitality and Entertainment Executive Trisha Blake to Drive Business Development Strategy, Lead Sales Strategy for Working Marine Rescue Center

CLEARWATER, Fla. (December 16, 2019) – Clearwater Marine Aquarium (CMA) is pleased to announce Trisha Blake as the non-profit's first Vice President of Sales and Marketing. In her new role, Blake will be responsible for developing and implementing revenue-growth strategies to support CMA's mission and to launch the opening of its expanded facility in 2020.

With a client portfolio including the Las Vegas Convention & Visitor Authority, Caesars Entertainment and LAX, Trisha has extensive experience in launching global campaigns for experiential super-brands.

"Trisha joins us at a critical time in CMA's history," said CEO David Yates. "The opening of our expanded facility provides her with the opportunity to truly make an impact on our core revenue which funds our animal care, research, and conservation efforts. I'm excited to have Trisha on our team and see the impact her expertise will have on our future."

With five-times the event space of its current building, the new facility will have the capacity to host large group events from business meetings to dream weddings. Working directly with Chief Marketing and Revenue Officer, Bill Potts, Blake is responsible for overseeing the Aquarium's long-range marketing and sales strategy with a focus on new project development.

"I'm very excited to be a part of this amazing team and the vision for CMA's future," said Blake. "It's an incredible opportunity to be on the ground floor as the new facility is launched and I look forward to the potential that lies ahead."

Trisha is a graduate of San Diego State University, and holds an MS in Hospitality and Tourism. A nature and animal enthusiast, in her free time you can find Trisha biking, walking her miniature Aussie, or taking her niece to the beach.

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About Clearwater Marine Aquarium:

Clearwater Marine Aquarium (CMA) is a 501(c)(3) nonprofit working marine rescue center dedicated to inspiring the human spirit through leadership in education, research, rescue, rehabilitation and release. CMA is home to rescued dolphins, sea turtles, river otters, stingrays, nurse sharks and more. Winter the dolphin's story of survival, after an injury that caused her to lose her tail, has impacted millions of people around the world. Major motion picture *Dolphin Tale* (2011) features Winter's story and its sequel *Dolphin Tale 2* (2014) features the incredible story of Hope, a young resident dolphin of CMA. Clearwater Marine Aquarium also conducts important global research focused on protecting manatees, right whales and sea turtles. The mission and potential to change people's lives differentiates Clearwater Marine Aquarium from any other aquarium in the world.

WE BELIEVE in preserving our environment while inspiring the human spirit through leadership in the rescue, rehabilitation, and release of marine life, environmental education, research and conservation.

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