



CLEARWATER MARINE AQUARIUM

PRESS RELEASE

Clearwater Marine Aquarium Breaks Attendance Records

Clearwater, FL (January 7, 2015) – Clearwater Marine Aquarium has broken several attendance records as 2014 drew to a close. The marine rescue center recorded its highest ever daily attendance on December 30 with 6,654 visitors. The previous day saw a total of 6,046 guests walk through the doors, listing December 29-30 as a 92% increase over the same dates in 2013.

Visitors to Clearwater Marine Aquarium present an economic impact to the area that is estimated at a half-billion dollars in 2013 and could triple by 2016, according to a study by USF St. Petersburg's College of Business. Out of state and international visitors continue to increase, with many travelling to Clearwater to see the rescued animals of Winter, Hope and others that are featured in the *Dolphin Tale* movies.

Clearwater Marine Aquarium boasts a successful 2014, highlighted by the release of *Dolphin Tale 2* on September 12 followed by a DVD format now available. CMA responded to over 100 animals in distress, including dolphins, whales, river otters, sea turtles, manatees and sea birds. The medical care team led many releases and ongoing rehabilitations for marine life, in addition to monitoring and protecting 187 Loggerhead nests yielding over 14,000 sea turtle hatchlings.

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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 rescue dolphins, sea turtles, river otters, stingrays, nurse sharks and more. Winter, the dolphin's story of survival after injury that caused her to lose her tail, has impacted millions of people around the world. A major motion picture, *Dolphin Tale*, highlighted her life story in 2011. The sequel, *Dolphin Tale 2*, was released in September 2014 and features the incredible story of Hope, a young resident dolphin of CMA. 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 marine life and environment while inspiring the human spirit through leadership in education, research, rescue, rehabilitation, and release.

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A Florida non-profit 501(c)(3) organization