



CLEARWATER MARINE AQUARIUM

PRESS RELEASE

Clearwater Marine Aquarium Wins Four American Advertising Awards

- Tampa Bay American Advertising Federation's prestigious award ceremony recognizes CMA

Clearwater, FL (March 5, 2015) – Clearwater Marine Aquarium (CMA) was recognized and won four Tampa Bay American Advertising Awards (ADDY) at the 2015 Gala. Since 2013, CMA has been awarded a total of 10 ADDY awards, earning two in 2013 and four in both 2014 and 2015.

Clearwater Marine Aquarium's in house creative department was recognized for its 2014 work in the following categories:

1. Advertising for the Arts and Sciences: Gold ADDY for Annual Report category for the 2013 Annual Report
2. Advertising for the Arts and Sciences: Silver ADDY for Brochures / Sales Kit category for Building Hope fundraising campaign collateral
3. In House Marketing: Gold ADDY for Collateral Material category for the 2013 Annual Report
4. In House Marketing: Silver ADDY for Collateral Material category for Building Hope fundraising campaign collateral

The Creative Department at Clearwater Marine Aquarium is led by Tyler Rowland, Senior Art Director and supported by Tracy Philbeck, Graphic Designer. Rowland, from Clearwater, Florida, joined CMA in 2011 and Philbeck, from Charlotte, North Carolina, joined in 2012. The two-person team designs and executes all graphic elements for Clearwater Marine Aquarium, including branding, signage, collateral, and advertising.

The American Advertising Awards recognize the true essence of creative excellence and is known as the world's largest creative advertising competition. Winners from the Tampa Bay ADDY Awards move forward with their award-winning work into American Advertising Awards regional and national competition.

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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 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