

FOR IMMEDIATE RELEASE: July 13, 2010

## TRAVELSMART TO VANCOUVER AQUARIUM AND SAVE ON ADMISSION

**Vancouver, B.C.** – Visitors to Vancouver Aquarium have one more reason to feel good about leaving their vehicles at home and travelling smart. Visitors arriving to the Aquarium by transit receive a \$2 discount on admission, making the trip convenient, economical and environmentally-friendly.

Each Aquarium visitor will receive a \$2 discount upon the display of a valid transit pass, such as a FareCard or an Employer Pass; or a transfer or FareSaver ticket used on that day. Of interest to those entertaining guests from out-of-town, a TransLink DayPass -- \$9 or \$7 for seniors, children and students with a valid GoCard -- also qualifies for the discount.

“The Vancouver Aquarium experience is about deepening appreciation for our oceans and the need to protect them, while having a great time getting up close to and learning about 70,000 amazing animals,” says Sarah Kirby Yung, Vancouver Aquarium vice-president, marketing and communications. “Our visitors can begin that journey by going green and choosing public transit to get here, and enjoying a savings on their admission.”

“This is exactly what we’ve had in mind, as we encourage attractions around Metro Vancouver to promote public transportation as the means of getting there,” says TransLink CEO Ian Jarvis. “This two-dollar discount off the price of Aquarium admission provides an incentive to consider a TravelSmart choice.”

That bus ride to Vancouver Aquarium is the #19 Stanley Park/Metrotown, which terminates just a brief walk from the Aquarium. During the summer months, the regular bus service is supplemented by “short-turn” shuttle buses running between Pender and Cambie and the Stanley Park Loop.

This is the latest partnership to encourage people to TravelSmart to local attractions. It builds on the success of including unlimited event-day transit use in the tickets to the 2010 Olympic and Paralympic Winter Games.

### **About Vancouver Aquarium**

The Vancouver Aquarium is a global leader in connecting people to our natural world, and a self-supporting, non-profit association dedicated to effecting the conservation of aquatic life through display and interpretation, education, research, and direct action. Learn more at [www.vanaqua.org](http://www.vanaqua.org).

-30-

### **Media Contact:**

Roxanne St-Pierre  
Vancouver Aquarium  
604.659.3752 | [publicrelations@vanaqua.org](mailto:publicrelations@vanaqua.org)