



IMAGINE YOURSELF IN OUR WORLD

VANCOUVER, B.C. – Some of the most vibrant animals living at the Vancouver Aquarium Marine Science Centre are showing off their tendrils on one of the largest billboards in Vancouver.

This summer, the Granville Island entrance plays host to a newly transformed super-board. A smack of larger than life Pacific sea nettles, more commonly known as jelly fish, will be floating in the breeze and lit with LEDs. This 3D billboard installation is part of the Vancouver Aquarium's new *Imagine Yourself in our World* campaign which launched in mid-March this year.

"The idea behind this billboard was to offer passersby the same feeling of awe visitors have when looking at the jellies and visiting the Aquarium; these sea creatures are certainly intriguing and fascinating" explains Clint Wright, senior VP of Operations and general manager at the Vancouver Aquarium Marine Science Centre. "The Vancouver Aquarium truly offers a colorful and unique aquatic experience that we wanted to bring to the urban landscape."

Advertising agency TAXI Vancouver created this billboard along with a host of other materials, as part of a multi-media campaign that included TV, radio, magazine, transit and outdoor digital boards. The campaign introduces some of the lesser known creatures that call the Aquarium home and reminds the public that there's always something new to discover in the Aquarium's underwater world.

"The Vancouver Aquarium is an immersive experience both figuratively and literally," says Matt Bielby, associate creative director at TAXI Vancouver. "The entire campaign dramatizes that awesome and humbling experience of visiting this Vancouver institution. When you're there, it's easy to leave your world behind."

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, education, research, and direct action. Learn more at www.vanaqua.org.

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Note: Jellies 3D billboard image – as part of the *Imagine yourself in our world* campaign is included and can be used by media.

Media Contact:

Roxanne St-Pierre

T.: 604.659.3752

E.: publicrelations@vanaqua.org