

**FOR IMMEDIATE RELEASE: March 31, 2011**



## **IMAGINE YOURSELF IN OUR WORLD**

**VANCOUVER, B.C.** – It is no April fool. Starting this April 1<sup>st</sup>, adults and kids alike will encounter five gigantic garden eels, which generally call the Vancouver Aquarium home, in some very strange places all over Vancouver.

As part of the new *Imagine Yourself in our World* campaign, passersby will be invited to get up close, learn more, and maybe have their photo taken with the family of garden eels that are four to eight feet tall. They will wander around parks, beaches, plazas, shopping areas and other family hotspots – not underwater as they are usually found, burying their tails in the sand and standing up tall like a periscope.

“The Vancouver Aquarium is home to over 70,000 amazing aquatic animals. Each one has its own interesting traits and garden eels are one of our visitors' favourite creatures,” says Clint Wright, Senior VP of Operations and General Manager at the Vancouver Aquarium. “We thought this was an amusing and fun way to step outside of Stanley Park, engage with residents and share our knowledge. We are inviting people to experience the magic of underwater life for themselves.”

As part of a multi-media campaign including TV, radio, transit and outdoor billboards and signage, the Vancouver Aquarium is taking its larger than life models of garden eels on tour to introduce its spring Facebook contest. Anyone can enter the contest online for a chance to win a lifetime family membership to the Vancouver Aquarium by going to the Aquarium's Facebook page. Visitors can simply insert photos of their faces in some of the amazing underwater scenes that can be found in the advertising campaign. The winner will be determined by getting the most votes for the picture submitted; creativity is key to getting the votes in.

“We were excited to develop this event and contest as part of our campaign for the Aquarium,” says Matt Bielby, Associate Creative Director at TAXI Canada. “The Aquarium is such a Vancouver institution that is full of magical little creatures and we have had a lot of fun showcasing some of the quirky animals they are home to. It is easy to forget how amazing it feels to wander through another world full of fish and feel like a small kid again.”

The garden eels event kicks off on Friday April 1<sup>st</sup> along with the Facebook photo contest. Go to [facebook.com/vanaqua](http://facebook.com/vanaqua) for more details.

The events will take place from 11:30 to 4:30 p.m. at the following locations (time subject to change due to weather conditions):

- April 1: Granville Island Kids Market
- April 2: Stanley Park Playground (Stanley Park Dr. & N. Lagoon Dr.)
- April 3: Hillcrest Community Centre
- April 9: Granville Island Kids Market
- April 10: Roundhouse Community Centre

**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](http://www.vanaqua.org).

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