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NEW VANCOUVER AQUARIUM WEBSITE TAKES VISITORS BEYOND THE SURFACE

Vancouver, B.C. – The Vancouver Aquarium Marine Science Centre unveiled a brand new website yesterday at www.vanaqua.org. The new digital hub strengthens the Aquarium’s recognized role in conservation, research and education, while continuing to captivate and engage visitors from around the world.

“With our new website, we bring our visitors to a whole new interactive world, refining the visitors’ experience and allowing for more stories to be told and shared,” explains Dr. John Nightingale, president and CEO of the Vancouver Aquarium. “The many new features enable us to better showcase our vibrant marine life, while interacting and further engaging with our long-time visitors, alongside new ones.”

Visitors will appreciate the improved usability of the new site as well as the clear focus on user experience. In addition to facility information, visitors will find and up-to-date details on features, shows, galleries, and events. The new website introduces the informative Aquablog where Aquarium staff will share the latest on aquatic conservation, developing research and education. Regular visitors will find plenty to discover, ranging from the informative AquaFacts section, to the always-popular live webcams.

To bring the new website to life, the Aquarium enlisted digital agency smashLAB to help shape an online strategy and new web presence for the 55-year-old marine science centre. Over the past six months, the two teams worked together to explore audience needs, prototype functional models, and refine the online experience.

“The Aquarium introduces us to a fascinating world,” remarks Eric Karjaluo, Creative Director at smashLAB. “We aimed to bring this same sense of wonder to their digital space.”

The Aquarium team and smashLAB collectively sifted through thousands of images, created hundreds of icons, and rigorously drafted, merged and pruned nearly 2,000 pages of content. The result is an experience that transports the visitor to the rich and diverse natural world the Vancouver Aquarium aims to preserve and protect.

About smashLAB

smashLAB is a digital agency that helps organizations pinpoint and share stories through insightful strategy, smart design, and persistent marketing—crafting experiences that engage people and create action. Learn more at www.smashlab.com.

About Vancouver Aquarium

The Vancouver Aquarium is a recognized 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.

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