



Pier 3 / 501 East Pratt Street
Baltimore, Maryland 21202-3194
www.aqua.org

Contact: Hillary Walker
Phone: (410) 576-3860
hwalker@aqua.org

National Aquarium in Baltimore Offers Perfect Gift for Animal Lovers: Adopt Them! Online Gift Center Provides Easy, Quick Way to Give

Baltimore, Md. (September 28, 2004) – Just in time for holiday shoppers, the National Aquarium in Baltimore’s *Aquadopt* program is now online. For as little as \$50, and with the click of your mouse, you can give friends and family a connection that lasts all year long.

“The world of water and its inhabitants are magical and inspiring,” says Aquarium executive director Dave Pittenger. “Our adoption program allows the recipient to make a personal connection to the animals they see at aquariums and beaches.” Currently, you can connect those on your holiday list with a **shark, dolphin, stingray, seahorse, frog, clownfish, or puffin**.

When you purchase an *Aquadoption*, you support the care of an animal for an entire year. And this gift is often completely tax-deductible. In addition to the knowledge that he is supporting an amazing animal, your loved one will receive:

- a personalized certificate in an exclusive *Aquadopt* folder
- a glossy photo of your animal suitable for framing
- fun facts about your animal to share
- a special bumper sticker that tells the world of your love of Aquarium animals
- and a tax receipt for the deductible donation.

For \$100, the recipient will also be sent a plush version of your *Aquadopt* animal – all beautifully packaged for gift giving.

To order, call the *Aquadopt* Hotline at 410-659-4204 or place your order online at www.aqua.org. All orders must be placed by December 13th to ensure delivery by December 25th, 2004.

The National Aquarium in Baltimore, a non-profit organization, is Baltimore’s leading attraction, hosting more than 1.6 million visitors per year. The Aquarium’s mission is to connect people with aquatic life in order to create a better world for both. It’s dedicated to education and conservation through more than a dozen programs that serve the environment and the community.

###