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SEA LIFE™ INVITES KIDS TO CREATE THEIR OWN PLAYGROUND
IN HONOR OF UNDERWATER PARKS DAY
Aquarium Offers Free Admission to Children January 17



CARLSBAD, Calif. (January 8, 2009) – SEA LIFE™ Aquarium is celebrating Underwater Parks Day on January 17, 2009 with kid-friendly activities designed to raise awareness of Marine Protected Areas and the importance of ocean ecosystems. In honor of Underwater Parks Day, SEA LIFE, which is located right next door to LEGOLAND® California, is offering online coupons for free admission for up to four children with each paid adult ticket.

Underwater Parks Day is an effort by San Diego Coastkeeper and several Aquariums in the region to celebrate ocean conservation and spread the word about how to create Marine Protected Areas in Southern California. SEA LIFE is the only Aquarium in the region offering Underwater Parks Day activities geared specifically for children. From 10 a.m. to 5 p.m., young guests can interact with SEA LIFE educators and a specialist from San Diego Coastkeeper as they teach them about underwater parks and the creatures who call them home. Each child will have the chance to make their own unique Underwater Parks display and explore the Aquarium looking for the creatures found in underwater habitats such as coral reefs and kelp forests.

Aquarium of the Pacific, Cabrillo Marine Aquarium, Ocean Institute and Birch Aquarium are offering activities for adults including lectures and presentations plus handouts about California's Marine Life Protection Act and its goal to preserve and improve California's coastal Marine Resources.

The Underwater Parks Program launching on the 27th will become part of SEA LIFE Aquarium's education curriculum to be experienced by school groups and home school students visiting SEA LIFE throughout the month of February. SEA LIFE is committed to ocean conservation through the worldwide SEA LIFE Aquarium Save our Seas (S.O.S) campaign. S.O.S is a program designed for kids ages 2 to 12 and focuses on promoting education and awareness of our oceans and their inhabitants.

To take advantage of the Underwater Parks Day admission price, guests must download a coupon at www.sealifeus.com/whats_new. Regular tickets prices are \$18.95 for adults, \$15.95 for seniors and \$11.95 for children (2 to 12). Call 760-918-LEGO for information.

More than a standard aquarium, SEA LIFE provides an educational and interactive dynamic unlike any other. The SEA LIFE experience incorporates LEGO models into a child's voyage to the depths of the oceans, presenting the wonders of the underwater world to them in a way specially designed for their understanding. Featuring play zones, fun facts and quiz trails, SEA LIFE is designed to be a child's guide to the life of the sea. Adults and kids alike will marvel at the majesty and creativity of the unique and interactive atmosphere. SEA LIFE Aquarium at LEGOLAND California Resort is the 29th SEA LIFE Center to open in the world. As of today, SEA LIFE Centers around the world operate in twelve countries on two continents, bringing visitors nose-to-nose with a wide range of sea creatures. For more information on SEA LIFE, visit www.sealifeus.com.

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