



For Immediate Release

**Contact: Beth Downing
760-918-5379**

SEA LIFE™ Aquarium Challenges Children to Save Our Seas
Contest Kicks off National Aquarium Month

CARLSBAD, Calif. – In celebration of National Zoo and Aquarium Month, SEA LIFE™ Aquarium at LEGOLAND® California Resort is calling all children with a passion for art and our oceans to participate in the S.O.S. poster project – a competition highlighting the power each and every child has to “Save Our Seas.” Winners of the competition will be announced in July and honored at the grand opening of the new SEA LIFE Aquarium when it opens August 11 adjacent to LEGOLAND California.

The S.O.S. Poster Project is an opportunity for children ages 4 to 12 to creatively explore their ideas for protecting our seas and the creatures who live in them. Children in three age categories (4 to 6, 7 to 9 and 10 to 12) will compete using any two-dimensional medium from crayons and markers to paint, ink or pencil to illustrate their best idea for protecting our oceans. Contestants may submit posters up to 18 by 24 inches and are encouraged to include a 100-word description of their idea.

All entries should be mailed to S.O.S. Poster Contest, One LEGOLAND Drive, Carlsbad California 92008 or hand delivered to Guest Services at LEGOLAND California by 5 p.m. on July 12. For complete contest rules and regulations, visit www.LEGOLAND.com/poster.

Finalists will be notified by phone or e-mail and listed on LEGOLAND California’s website by July 18 and will be invited to be among the first through the doors of North America’s first SEA LIFE Aquarium where their work will be displayed during the grand opening ceremony. Grand Prize winners from each age category will be announced at the opening and will receive an annual Resort pass that includes unlimited admission to LEGOLAND California and SEA LIFE for one year; a two-night stay at Sheraton Carlsbad Resort and Spa and their choice between an exclusive behind-the-scenes tour of SEA LIFE for the winner and his/her family or a fieldtrip for their entire class (up to 35 students).

More than a standard aquarium, SEA LIFE provides an educational and interactive dynamic unlike any other. The SEA LIFE Aquarium is the first of its kind in North America incorporating LEGO models into a child’s voyage to the depths of the oceans and features play zones, fun facts and quiz trails. The two-story 36,000 square foot aquarium also features a Kingdom of Seahorses, a shoaling ring where guests are surrounded 360-degrees by schools of fish, and the Lost City of Atlantis.

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