



For Immediate Release
May 9, 2007

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Celebrate Mother's Day with Mother Nature: New WAVE Conservation Campaign Kicks Off May 13

Newport, Ky. -Newport Aquarium's nonprofit arm, the WAVE Foundation, will be kicking off its new "Dollars for Conservation" campaign on Mother's Day weekend as a tribute to the mother of all -- Mother Nature.

In an effort to raise funds for conservation projects, Newport Aquarium guests will have an opportunity to donate "a dollar or more" to WAVE's "Dollars for Conservation" campaign at the register in the gift store.

Starting on May 13, supporting this animal campaign is as easy as making a purchase. WAVE's year-end campaign goal is \$15,000 and 100-percent of funds raised will directly support efforts to protect threatened and endangered aquatic animals -- specifically sea turtles, penguins and sharks.

"With Climate Change and Global Warming on everyone's lips, it is encouraging to see organizations such as the Newport Aquarium's WAVE Foundation being proactive and contributing towards conservation today rather than tomorrow," said Alan Jardine, Chief Executive Officer for the Southern African Foundation for the Conservation of Coastal Birds (SANCCOB).

WAVE is partnering with the following organizations in this effort:

- SANCCOB, a nonprofit sea bird rehabilitation center, is predominantly responsible for conserving the vulnerable African penguin population along the Southern African coast. SANCCOB has responded to every oil spill along the South African coast since 1968, and has helped to treat more than 84,000 sea birds.
- The Bald Head Island Conservancy, SEATURTLE.ORG, North Carolina Wildlife Resources Commission and the Marine Turtle Research Group at the University of Exeter, UK. These nonprofit organizations all support research and conservation efforts for the sea turtle community.
- The Shark Research Institute (SRI) works to correct misperceptions about sharks and stop the slaughter of 100 million sharks annually. Current programs involve visual and satellite tracking, behavioral and DNA studies of sharks, ocean advocacy, publications and public education. More information can be found at www.sharks.org.

"We know that the local community can make a very real global impact in protecting these beautiful creatures," said Katharene Snavelly, WAVE's Donor and Corporate Development Director. "We have a very giving community and I know they want to make a difference. This is really an easy way to do just that"

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The WAVE Foundation, designated as a 501(c)3 organization, is the independent, educational branch of the Newport Aquarium, which was created to further efforts to educate the community about aquatic life and the conservation of natural resources and habitats. The WAVE acronym stands for Welfare of Aquatic Animals and Natural Resources, Advocate for Conservation, Volunteer Pursuits and Educational Opportunities.

Newport Aquarium showcases thousands of animals from around the world in a million gallons of water. This state-of-the-art facility was named the No. 1 aquarium in the Midwest in the Zagat Survey's U.S. Family Travel Guide in 2004 and the Best Rainy Day Outing in 2006 in Cincinnati Family Magazine. Like its sister aquarium, Adventure Aquarium, on the Camden Waterfront, Camden, NJ, Newport Aquarium is an accredited member of the Association of Zoos and Aquariums (AZA), a leader in global wildlife conservation. The Aquarium is open to the public 365 days a year and is located only two minutes from downtown Cincinnati at Newport on the Levee. For more information, visit newportaquarium.com or call 859-261-7444.

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