



GEORGIA AQUARIUM

at Pemberton Place

FACT SHEET

World's Largest Aquarium

- Georgia Aquarium is the world's largest with eight million gallons of water.
- Georgia Aquarium has the largest collection of aquatic animals.
- The specially designed whale shark habitat alone has 6.3 million gallons of water. The habitat dimensions are 284' long x 126' wide x 30' deep at its largest points. It is the largest single aquarium habitat in the world.

Ticket Information

	<u>General Admission</u>	<u>4-D Theater</u>	<u>Behind the Scenes Tour</u>
Adult	\$26.00	\$5.50	\$50.00
Child (age 3-12)	\$19.50	\$4.00	\$50.00 (ages 10 and up only)
Senior (age 65+)	\$21.50	\$5.50	\$50.00
Child (2 and under)	No charge	No charge	No charge

- The most convenient way to purchase tickets is online at www.georgiaaquarium.org.

The Gift

- The Aquarium is a \$250+ million gift to the Atlanta community and the people of the state of Georgia from Bernie Marcus, co-founder of The Home Depot, and his wife Billi, through the Marcus Foundation. The Aquarium in total is a \$320+ million facility, including a \$13 million improvement project.
- The Aquarium opened debt-free.
- The Aquarium is a nonprofit 501(c)3 organization overseen by a board of directors.

Visitor Facts

- In the first two years, more than 6.3 million guests (one for every gallon of water in the Ocean Voyager exhibit) have visited the Aquarium, making it the most visited aquarium in the world.
- One million guests visited within the first 100 days, and 3.6 million guests visited in the first year.
- Guests from 6 continents, all 50 states and 143 countries have visited the Aquarium.
- There have been Annual Pass holders from 49 states.

Animal Facts

- Georgia Aquarium contains the largest collection of giant grouper, potato grouper, humphead wrasse, tarpon, giant trevally, batfish, sawfish, blacktip reef sharks, giant hammerhead sharks and wobbegong sharks in an aquarium.
- Georgia Aquarium is the only aquarium outside of Asia to house whale sharks, the world's largest fish. The Georgia Aquarium houses two females, Alice and Trixie, and two males, Yushan and Taroko.
- Georgia Aquarium is the only aquarium in the United States to house a manta ray, the largest of all rays.

Pregnancies / Births

- Since opening, the following animals have reproduced in the Aquarium: zebra sharks, bonnethead sharks, wobbegong sharks, cownose rays, blacktip reef sharks, pipefish, kelp fish and ratfish.
- On-site Aquaculture: coral, lagoon jellies, bangai cardinal fish and cuttlefish.

Economic Impact Facts

- A Georgia State study estimated that the Aquarium will have an impact of between \$1 billion and \$1.5 billion on the state of Georgia in its first five years of operation.
- Tom Bell of Cousins properties estimates \$3 billion in construction development in the immediate vicinity of the Aquarium since 2005.
- Hilton Garden Inn, the W Hotel and Twelve Hotel have opened near the Aquarium.
- Eight restaurants have opened around the Aquarium.
- The World of Coca-Cola opened next to the Aquarium in May 2007.
- A Civil Rights Museum is scheduled to open in Pemberton Place next to the Aquarium and the World of Coca-Cola.
- Imagine It! The Children's Museum of Atlanta reported a 160 percent jump in membership when the Aquarium opened.
- After the Aquarium opened, City Pass added Atlanta as the 10th city to offer the pass.
- The Aquarium partners in combo tickets with the new World of Coca-Cola, Zoo Atlanta, Six Flags Over Georgia, Stone Mountain Park, Atlanta Braves, Atlanta History Center, Fernbank Science Museum, Atlanta Botanical Gardens, High Museum of Art and CNN.

Educational Programs

- The second floor of the Aquarium is dedicated to school groups. All education programs spend a portion of their time in this space, which is separate from the general public.
- The education level has four uniquely themed galleries complete with learning labs, interactive zones and animals.
- Aquarium programs are tailored to each grade level and correlate to the Georgia Performance Standards and national curriculum standards.

Presenting Sponsors

- AirTran Airways, AT&T, Georgia-Pacific, The Home Depot, Southern Company and SunTrust Bank
- "Our gallery sponsors are world-class companies with a number of similarities. They are leading corporate citizens ... they have strong leadership ... they know the value of advertising and promotion ... and they are successful financially," Aquarium benefactor Bernie Marcus said.

On-Site Facilities

- The Coca-Cola Company donated nine acres for the construction of the Aquarium.
- The Aquarium has 25,000 square feet of dedicated event space including a 16,400 square foot ballroom with windows into the Ocean Voyager and beluga exhibits. The entire 523,000 square foot Aquarium can be rented for after-hour special events for up to 6,000 people.
- Catering for special events is led by the "dining dream team" of Wolfgang Puck Catering.
- Restaurant Associates oversees the 330-seat Café Aquaria food court located on the Aquarium's atrium level. Café Aquaria has a selection of "Best in Class" café stations featuring local and national favorites and appealing to a broad range of tastes.

4R Program (Rehabilitation, Relocation, Rescue, Research)

- The 4R program is designed to give people the unique opportunity to make a positive difference in the health and well-being of aquatic life from around the world.
- Donations made to the 4R program fund programs like the relocation and rehabilitation of a beluga whale.
- For more information on the 4R program, visit www.georgiaaquarium.org/supportus.

The Correll Center for Aquatic Animal Health

- Our state-of-the-art animal health facility is more than 10,500 square feet and was designed by world-class veterinarian professionals and conservation organizations.
- It is the only integration of an aquarium and veterinarian teaching hospital.
- Our research is shared with conservation organizations throughout the world, which allows them to better understand and protect many of the species that we study.
- Each year the Georgia Aquarium's Husbandry Commissary handles 572,000 lbs. (260,000 kg) of fish and seafood, including:
 - 120,000 lbs. (54,545 kg) of superba krill
 - 93,600 lbs. (42,545 kg) of capelin
 - 43,000 lbs. (19,545 kg) of pellets and gels
- Beluga whales consume 26,000 lbs. (11,820 kg) of fish per year.
- Whale sharks consume 12,000 lbs. (5,455 kg) of fish and gel per year.

Volunteer Facts

- Georgia Aquarium volunteers have served 325,000 hours since opening day.
- Presently, there are approximately 2000 active volunteers at the Aquarium.

Diving Facts

- Since opening, nearly 40,000 working hours have been spent underwater by Georgia Aquarium staff and volunteers.

Ocean Voyager Expansion

- Since opening, the Aquarium has added 16 pumps to the Ocean Voyager exhibit.
 - These pumps move an additional 28,800 gallons per minute from the exhibit to filtration.
 - This pump addition lowered the turnover rate for the exhibit from 90 minutes to 60 minutes.
- The new pumps move water into the following new components:
 - Eight new protein skimmers to help remove dissolved organics
 - Sixteen new sand filters to target particulate waste
 - Three new ozone contactors to help disinfect and keep the water clear
- This equipment addition added approximately 100,000 gallons to the total volume of Ocean Voyager, thus taking it from 6.2 million to 6.3 million gallons total system volume.
- To connect the new Ocean Voyager equipment, we have added approximately 5,500 feet or one mile of new piping.

Oceans Ballroom

- Since opening, the Aquarium has hosted 632,000 event guests and 2,178 catered events.
- The Oceans Ballroom expanded in October 2007 to create more than 25,000 square feet of event space at the Georgia Aquarium.

Sponsored Admission

- This program was designed for individuals and corporations to sponsor the admission for those who are unable to pay themselves.

- The Aquarium has hosted more than 165,000 people through the Sponsored Admissions program since opening.
- Special groups who have benefited from our Sponsored Admissions program include: Atlanta Public Schools, Big Brothers Big Sisters of Metro Atlanta, Refugee Family Services, the Rod Coleman Foundation, Jack and Jill Foundation and many more.
- Supporters include: James M. Cox Foundation, Evelyn & Frank Gordy Foundation, Smith Family Foundation, ING Foundation, Chevron, AT&T Foundation and many more.

“Fish Wish” Program

- The Georgia Aquarium announced the donation of approximately 250 sponsored admission tickets annually to patients and families at Children’s Healthcare of Atlanta as part of the “Fish Wish” program.
- The program is intended to provide children who would not otherwise be able to visit the Aquarium, due to their prognosis or physical or financial limitations, the opportunity to do so.

Fun Facts about the Georgia Aquarium

- The operational systems in the Georgia Aquarium include enough pipes to encircle Atlanta on the I-285 loop (61 miles).
- The cooling capacity of the air conditioning system is equivalent to that used in a 50-story, one million square foot office tower or 1,200 average-sized homes.
- Plumbing systems include 290 plumbing fixtures, 200 floor drains and 53 roof drains.
- The Georgia Aquarium’s habitats hold the equivalent water volume to more than 88 million cans of Coke.
- The drains are connected by 1.5 miles of underground pipe and 5.5 miles of aboveground pipe.
- Approximately 230 newly constructed average-sized American homes can fit inside the Georgia Aquarium.
- The 234 pumps in the Aquarium use 4560 horsepower to move 275,000 gallons of water per minute through our habitats.

Awards Received

(List can be found at <http://www.georgiaaquarium.org/visitUs/>)

- TripAdvisor.com
 - “Top 10 U.S. Attractions”
- Reader’s Digest
 - “America’s 100 Best: Best Ocean Voyage”
- Parent’s Magazine
 - “Ranked #2 in “10 Best Aquariums for Kids””
- Southern Living
 - “Favorite Spot in Atlanta”
 - “Nicknamed “Eighth Ocean of the World””
- The Sunday Paper
 - “Readers’ Choice Awards: Atlanta’s Best Local Attraction”
- Atlanta Journal-Constitution
 - Access Atlanta: “Best of the Big A: Best Place to Take Out-of-Towners”
- Atlanta Magazine
 - “Best of Atlanta Critic’s Choice: Best Downtown Attraction”
 - “Reader’s Choice: Best Family Attraction”
- Atlanta WHERE Magazine
 - “The #1 Attraction for Kids”

- Creative Loafing
 - "Reader's Choice: Best New Building"
 - 2006 & 2007 "Reader's Choice: Best New Thing about Atlanta"
 - "Reader's and Critic's Choice: Best Tourist Spot"
- Guinness Book of World Records
 - "World's Largest Aquarium"

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About the Georgia Aquarium

The Georgia Aquarium in Atlanta, Georgia, is the world's largest with more than eight million gallons of water and the largest collection of aquatic animals. The mission of the Georgia Aquarium is to be an entertaining, educational and scientific institution featuring exhibits and programs of the highest standards; offering engaging and exciting guest experiences promoting the conservation of aquatic biodiversity throughout the world. The Georgia Aquarium is an accredited member of the Association of Zoos and Aquariums and the Alliance of Marine Mammal Parks and Aquariums. For additional information, visit www.georgiaaquarium.org.