

MEDIA RELEASE

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Flint RiverQuarium welcomes 500,000th visitor

Based on estimates by Flint RiverQuarium officials, it looks as if the 500,000th visitor will pass through the RiverQuarium's doors this Saturday morning, six years after the facility opened in September 2004. The lucky individual will receive an array of prizes, including a lifetime Flint RiverQuarium membership and a gift basket of merchandise from the RiverQuarium gift shop, as well as gift certificates from Homerun Foods, Café 230 and Harvest Moon.

This milestone is part of an upward trend in visitation for the RiverQuarium. Visitation numbers for the first quarter of FY 2011 are up 42% over the same time last year.

Flint RiverQuarium CEO Scott Loehr attributes the increase to the variety of programs and promotions for members and visitors. "In the months of July, August and September, the RiverQuarium offered an array of programming including RiverQuest Summer Camp, Flint River canoe trips, the new Wings & Wildlife Festival, teacher workshops, Third Thursday after-hours programs, Discovery Days and Tadpole time children's programming, and a corporate partner appreciation day," he said.

During this time the RiverQuarium also ran targeted promotions such as Beat the Heat Sundays, Grandparents Day and a special offer for Golden Key members.

"People are growing weary of the recession and are searching for things to do closer to home—more of a stay-cation rather than a vacation. By offering folks a variety of family-friendly activities, more southwest Georgians are choosing to visit the Flint RiverQuarium," said Loehr.

The Flint RiverQuarium is southwest Georgia's premier aquarium, featuring more than 1,000 animals that call the Flint River watershed home. The Flint RiverQuarium is located at 101 Pine Avenue in downtown Albany, Georgia. Regular operating hours are Monday-Friday 9 a.m.-5 p.m.; Saturday 10 a.m.-6 p.m.; Sunday 1 p.m.-5 p.m.

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