



FOR IMMEDIATE RELEASE

MEDIA CONTACTS:
Caroline Witherspoon or
Lisette Gonzalez
Becker Communications, Inc.
(808) 533-4165

**WAIKIKI AQUARIUM TO MAKE A SPLASH WITH
INAUGURAL EVENT TO PROMOTE LITERACY**

*****FISH TALES: CHRONICLES, CRITTERS AND CRAFTS SEPTEMBER 18, 2010*****

HONOLULU, HI (August, 10, 2010) – Sure to make a splash with families of all ages, the Waikiki Aquarium will host its first-ever Ocean Literacy Day on Saturday, September 18, 2010. Presented by Diamond Bakery, the event will feature master storytellers, local celebrities, personalities and “mermaids” reading from marine-themed books to the delight of children and adults alike. Other activities will include reading stations, interactive crafts, hands-on learning and appearances by Ronald McDonald, Kai the Opihi and other costumed characters.

“We’re so pleased to present Fish Tales: Chronicles, Critters and Crafts, bringing together books and the ocean for a day of fun and learning at the Aquarium,” said Director Andrew Rossiter, Ph.D. “We’re already seeing a lot of interest from sponsors and supporters and are confident this will become a signature event for us.”

The Aquarium lawn will be transformed into an under-the-sea reading wonderland, complete with five different themed areas providing age-appropriate ocean-related storytelling, reading stations and crafts. Celebrity readers will rotate throughout the areas, reading from ocean-themed books provided by local publishers such as Beach House Press, Mutual Publishing, Watermark Publishing, Bess Press and Bishop Museum Press.

(more)

WAIKIKI AQUARIUM TO MAKE A SPLASH WITH
INAUGURAL OCEAN LITERACY DAY ON SEPTEMBER 18, 2010

-2-

Adding to the fun will be appearances by costumed characters, including Ronald McDonald, Sharky, Kai the Opihi, O'opu, Mr. Safety, among others. Attendees will also be treated to cartoon illustrator Allen Tsukamoto who will be on hand and have the chance to enter to win an Apple iPad, courtesy of Diamond Bakery.

Fish Tales: Chronicles, Critters and Crafts at the Waikiki Aquarium will take place from 10 a.m. to 1 p.m. and will be included in price of the daily admission. For more information, visit www.waquarium.org.

ABOUT THE WAIKIKI AQUARIUM

Founded in 1904 and administered by the University of Hawaii at Manoa since 1919, the Waikiki Aquarium is located on the shoreline of Waikiki Beach next to a living reef and across from Kapiolani Park. The Aquarium – third oldest in the U.S. – showcases more than 500 marine species, and maintains more than 3,500 marine specimens. Public exhibits, education programs and research focus on the unique aquatic life of Hawaii and the tropical Pacific. The Aquarium welcomes more than 320,000 visitors annually, and is open daily from 9 a.m. to 4:30 p.m. except Honolulu Marathon Sunday and Christmas Day. Admission is \$9 for visitors; \$6 for local residents, active duty military with ID, students with ID and seniors; \$4 for youths ages 13-17 and persons with disabilities; \$2 for juniors ages 5 to 12; and free for children 4 and under and Friends of Waikiki Aquarium (FOWA) members.

###