



## **Marineland Dolphin Adventure**

Georgia Aquarium announced a re-branding strategy for its recent acquisition, the historic Marineland attraction and dolphin conservation center. In the first of what Georgia Aquarium officials promise will be many plans to come for transformation and evolution, the park has announced a new name to signify this new era: Marineland Dolphin Adventure.

“With the rich history of Marineland in mind, we have chosen our path for the future: interactive and engaging adventures,” said David Kimmel, President and COO of Georgia Aquarium. “We carefully considered the park’s distinguished character, refined over several generations, and have invigorated it with a refreshed identity. We are confident that our new name, logo and branding will better convey the range of immersive experiences guests can look forward to when they visit Marineland Dolphin Adventure.”

Our new name and identity conveys what lies ahead for the future of Marineland, yet still holds true to our roots,” said Kurt Allen, General Manager of Marineland. “Guests will see tributes to our heritage, while enjoying what our modern facility has to offer – intimate, unhurried animal interactions which help build important connections and a better understanding of marine mammals.

Marineland, founded in 1938, was originally conceived to provide guests with “a window to the ocean,” promoting awareness of our marine animals and their environments. Today, Marineland continues this mission through a variety of interactive adventures, physically and mentally connecting guests with Atlantic bottlenose dolphins, leading to a better understanding of the species and inspiring conservation efforts on their behalf.

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### **About Georgia Aquarium**

Georgia Aquarium in Atlanta, Georgia, is the world’s largest with more than 10 million gallons of water and the largest collection of aquatic animals. The mission of 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. 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](http://www.georgiaaquarium.org).