

80 years of *Adventure*



Marineland
dolphin adventure

80th Anniversary Press Kit



80 years of dolphin Adventure

Marineland Dolphin Adventure opened as Marine Studies in June 1938. Over 30,000 guests visited on opening day, and the park quickly became known as the world's first oceanarium. Marineland's three founders — Douglas Burden, C.V. Whitney, and Ilia Tolstoy (*the grandson of author Leo Tolstoy*) — were each involved in the motion-picture industry, and it became a premier facility for shooting underwater footage for both feature films and newsreels.

Since that time, marine conservation and educational outreach have been important hallmarks of the non-profit organization's mission. Today, Marineland Dolphin Adventure continues to be a center of education and family fun that showcases marine life through one-of-a-kind interactive experiences. Guests from the world over visit Marineland annually to see and swim with dolphins, to learn about marine ecology, and to make memories for a lifetime.



MARINELAND HISTORY TIMELINE

1940s:

Presentations at Marine Studios evolve from simple dolphin feedings into complex demonstrations of animal behavior and training. The Town of Marineland is founded in 1940.

1947:

Spray is the first dolphin successfully born in human care.

1953:

The Atlantic bottlenose dolphin Nellie is born at Marineland. One of history's most remarkable animals, Nellie lived for over 60 years. She starred in several television shows and other productions, served as an ambassador for marine mammals, became the mascot for Jacksonville University, and even received an honorary doctorate on her 60th birthday.

1950s - 1960s:

Marine Studios becomes Marineland of Florida, one of the state's leading tourist attractions. An innovator in Florida's vital tourism industry, Marineland drew as many as 500,000 guests per year. The Universal Pictures release "Creature from the Black Lagoon" was filmed at Marineland and hit theaters in 1954. A year later, "Revenge of the Creature" debuted.

2004:

Marineland retired most of the original, timeworn structures and exhibits and began construction on a new, updated facility focused on education and intimate animal-human interactions.

2006:

The park reopens as Marineland's Dolphin Conservation Center. The modern 1.3-million-gallon facility was designed to accommodate the behavioral needs of the animals, the logistical needs of trainers and optimal viewing for guests and scientists alike.

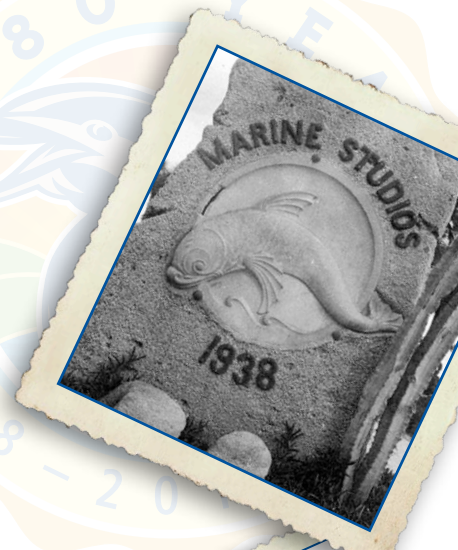
2011:

Marineland's Dolphin Conservation Center is acquired by Georgia Aquarium and renamed Marineland Dolphin Adventure. However, the attraction did not forget its roots.

2015:

The Town of Marineland, where Marineland Dolphin Adventure is located, celebrated its 75th anniversary with screenings of films shot at Marineland, plus a seafood and music festival.

2018: Marineland commemorates 80 years of dolphin adventure and contributes to marine science and conservation. A variety of new features are added, including a new museum, a new wildlife viewing station on Submarine Hill, expanded dolphin encounter programs, and more.



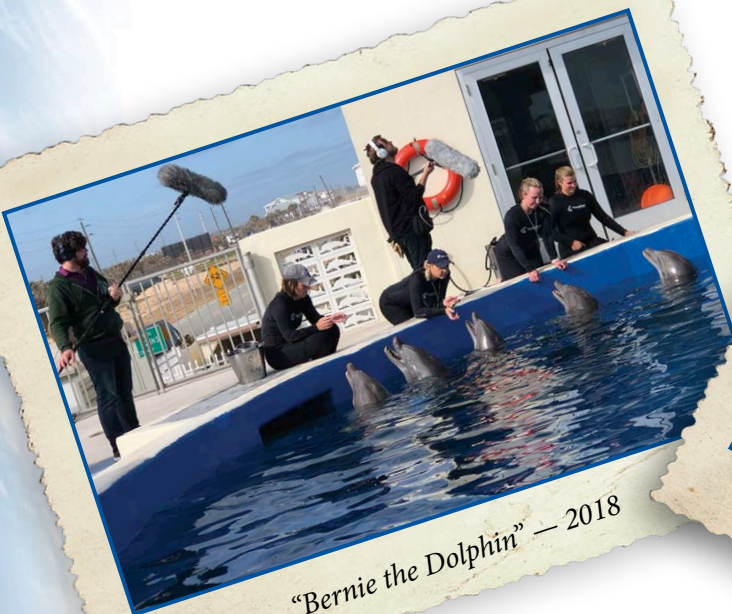
MARINELAND FILMOGRAPHY

Many notable films and television programs have featured Marineland and its dolphins over the past 80 years, some of which have included the following:

- “Marine Circus” (1939), narrated by Oscar winner Pete Smith
- “The Sea Around Us” (1953), a documentary produced by RKO
- “Creature from the Black Lagoon” (1954), distributed by Universal Pictures
- “Revenge of the Creature” (1955), the film debut of Clint Eastwood
- “Secrets of the Reef” (1956), premiered in New York City in 1957
- “Zaat” (1975), also known as “The Blood Waters of Dr. Z”
- “Sea Dream” (1978), a short film directed by Murray Learner
- “Benji Takes a Dive at Marineland” (1981, TV), featuring Benji with singing puppets
- “The Flamingo Rising” (2001, TV), written and directed by John Waters
- “Bernie the Dolphin” (2018), set to debut in late 2018.



“Revenge of the Creature” — 1955



“Bernie the Dolphin” — 2018



“Marineland Circus” — 1961

80th anniversary Celebration

EXCITING ANNIVERSARY EVENTS IN JUNE

Marineland will commemorate its rich history and exciting future with a variety of festivities throughout the month of June. Some of the highlights include:

- **Arch Reopening:** Historic reopening ceremony for the Marineland arch entrance off A1A on Thursday, May 31.
- **Meet Our Trainers:** Twice daily in June, guests can learn about Marineland's dolphin family and see trainers interact with them.
- **Bernie the Dolphin Night:** Saturday evening, June 2, meet the child stars of the recently filmed family movie, along with actors from other films produced at MDA. A trailer of Bernie will be debuted, along with news about the premier and possible sequel.
- **Saturday Night Films:** Every Saturday night in June, a different film produced at Marineland will be shown. Step into cinematic history! The park reopens at 6:30 PM, with the movie presentation starting at 7pm. Featuring live entertainment, Behind the Sea Tours, and free souvenir book. Food & Beverages for sale by Rype & Readi Downtown Farm Market. Films to be presented include:

June 2:

7 pm: Poolside Presentation — Featuring stars from “Bernie the Dolphin” and Aqe, our dolphin star!

8 pm: FREE Movie — “Revenge of the Creature”

June 9:

7 pm: Poolside Presentation

8 pm: FREE Movie — “Flamingo Rising”

June 16:

7 pm: Poolside Presentation — GATOR NIGHT featuring Steve Spurrier and the dolphins!

8 pm: FREE Movie — “Benji Takes a Dive”

June 23:

7 pm: Poolside Presentation — Official Anniversary Celebration and proclamations

8 pm: FREE Movie — “ZAAT” featuring appearances by the original creature and support team

June 30:

7 pm: Poolside Presentation

8 pm: FREE Movie — “Creature from the Black Lagoon”



EVENT MORE 80TH ANNIVERSARY EVENTS

- **Farmers Market:** Each Sunday in June with live entertainment.
- **80 Years of Animal Love and Care:** A special evening event every Saturday in June with a movie, guided tours, live music, a free souvenir booklet, the chance to meet our 15 dolphins, and more from 7 p.m. to 9:30 p.m. (\$35 for adults/\$15 for children.) Food will be offered by Rype and Readi for an additional charge. Special eco-excursions provided by Ripple Effect Ecotours. (Call 904-347-1565 for eco-excursion details).
- **Family Sunday Fundays:** Children's events, games, and education programs each Sunday in June, plus admission for two kids free with one paid adult.
- **BOGO Mondays:** Buy one get one free for General Admission and Marineland's Behind the Seas Tours in June.
- **Hospitality Days:** Free admission for everyone working in the hospitality industry June 1 to 8.
- **Lecture Series at Lohman Auditorium:** Learn more about Marineland history, dolphin research, and conservation June 10.
 - 10 a.m.: Kathleen Dudzinski — Unlocking the Secrets of Dolphin Communication
 - 11:15 a.m.: John Anderson — Using the Media of Film as a Conservation Tool
 - 12:30 p.m.: Matt Denny — Inside the Conservation Field Station
- **Save Our World Ocean Event:** Beach cleanup June 8 with free Marineland passes to participants, live music, and more.
- **Gratitude America 5k Run:** Special run starting at Marineland at 8 a.m. June 16. The event will benefit our USA Veterans. Register at Gratitudeamerica.org to participate!
- **Gator Night at Marineland:** Join us for an unforgettable evening June 16 as Steve Spurrier feeds dolphins and re-enacts the experience he had here in the 1960s!
- **Official Anniversary Celebration Day:** Featuring special guests, proclamations, food and beverages, a silent auction, and a free souvenir booklet in celebration of our official anniversary June 23.

Other planned celebrations include a Plein Air Art Contest, Wall Mural Painting for guest participants, a Beer and Pretzel afternoon event, special lectures, and more.

Everyone is invited to participate in these festive 80th Anniversary Celebrations.



exciting marineland *Additions*

*M*arineland Dolphin Adventure has worked to make its 80th year the best yet by adding a variety of new features and additions to create an even more adventurous guest experience.

NEW MUSEUM:

Any visit to Marineland is offers an experience of Florida's past and a glimpse into a future of conservation and animal appreciation. But now visitors can step into the park's eight decades of rich history at the brand-new museum filled with historic artifacts, memorabilia from films shot on sight, a video showcasing Marineland's history and more.

SUBMARINE HILL:

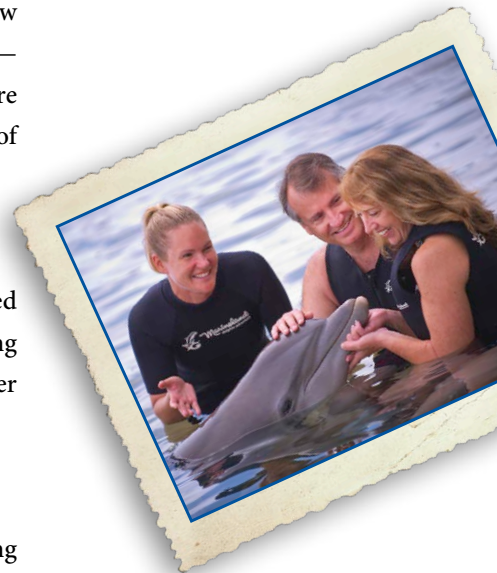
Submarine Hill at Marineland has served as a lookout point since at least the 1940s. During World War II, the US Coast Guard kept watch from the hill for German U-boats – some of which were photographed near Ponte Vedra Beach. Today, visitors have the opportunity to observe wildlife from atop Submarine Hill at Marineland's new viewing station. In the colder months, North Atlantic right whales — often with newborn calves — swim offshore, and manta rays are regularly spotted in spring. Wild dolphins, sharks, and a variety of birds are seen by guests year-round.

HISTORIC ARCH RENOVATION

Countless visitor photographs down the decades have featured Marineland's historic entrance archway. This iconic arch is receiving a bold new renovation to help it welcome guests in style for another 80 years. A special unveiling ceremony is planned for May 31st.

ANNUAL PASS

By guest demand, Marineland Dolphin Adventure is launching its first-ever annual pass program just in time for the anniversary festivities. The pass includes benefits such as unlimited admission, discounts, a free Touch & Play experience, exclusive email offers and newsletters, and special invitations to lectures and events. Individual passes are available for \$65 (\$35 for child), two adults and two children for \$165 (each additional child \$20), two adults and one child for \$135, and one adult and one child for \$80.



marineland's dedication to Conservation

Conservation has been central to the Marineland Dolphin Adventure story since it opened as the world's first oceanarium in 1938. Throughout the past eight decades, Marineland's mission of conservation and preservation an enormous impact that reaches far beyond its scenic location nestled along the Atlantic Ocean.

EDUCATION TO PRESERVE OUR WORLD OCEAN

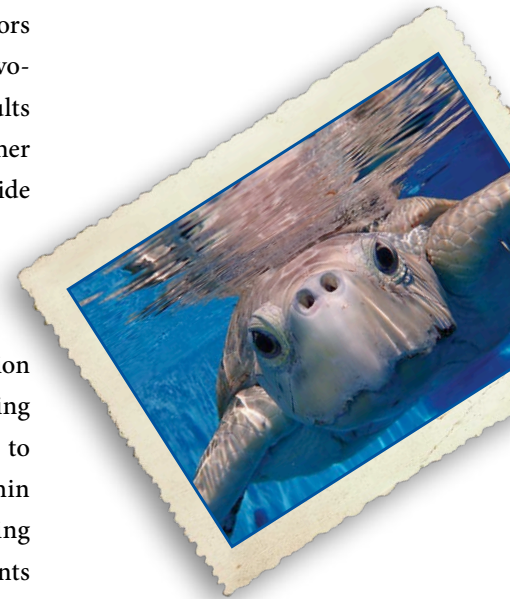
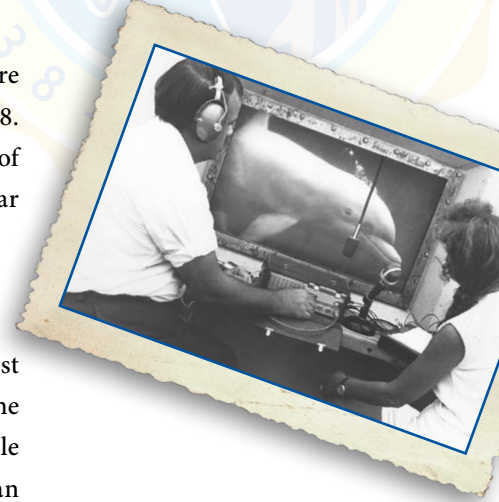
Marineland's dedication to conservation begins with every guest visit. One of Marineland's founding objectives was to educate the public about Atlantic bottlenose dolphins. Since then, millions of people have learned about marine life and the importance of preserving ocean ecosystems for future generations.

By interacting with dolphins, taking tours, participating in special events, and attending lectures and trainer-led programs, visitors gain critical conservation knowledge needed to become active advocates for the environment. Thousands of children and young adults have also benefited from Marineland's educational outreach, whether through field trips, programs in schools, summer camps, and Seaside Scholarship Program.

OUR PARTNERS IN CONSERVATION

Opened in 2008, the Georgia Aquarium Conservation Field Station (GACFS) at Marineland Dolphin Adventure is dedicated to promoting the conservation of small whales and dolphins. GACFS responds to marine mammal stranding events, researches local dolphin populations, and increases awareness of the challenges facing marine mammals and our environment though community events school programs.

Another important conservation partner is the UF Whitney Laboratory for Marine Bioscience, also located adjacent to Marineland Dolphin Adventure. This University of Florida research center was founded in 1974, and it uses marine model animals to study fundamental problems in biology and apply that knowledge to human health, natural resources, and the environment. Whitney Lab is also home to the Sea Turtles Hospital, which partnered with Marineland in 2018 to save numerous cold-stunned sea turtles and return them to the ocean.



marineland's back in the movie business with **BERNIE THE DOLPHIN**

*M*arineland Dolphin Adventure's 80th marked its return to the Hollywood spotlight as a filming location for Bernie the Dolphin in February 2018.

The film is a summery adventure set in the Sunshine State, chronicling an ocean-loving brother and sister's mission to save their beloved Florida beach and their favorite dolphin. The feel-good family movie featured Marineland Dolphin Adventure, and the park's dolphins starred as the film's namesake.

Bernie the Dolphin will be released December 14, 2018 throughout the United States and internationally.

Kirk Harris directed the film, which was produced by the Fairway Film Alliance. The film will be distributed worldwide by AMBI Media Group (*International sales*) and Grindstone/Lionsgate Home Entertainment (*North American distributor*). Tampa based Digital Caviar served as the production house. The film was produced by Monika Bacardi, Andrea Iervolino, and Marty Poole with co-producer Kevin Sorbo, and associate producer Stelio Savante.

Marineland will celebrate the film as part of the park's 80th anniversary festivities with Bernie the Dolphin Night Saturday, June 3. The child stars of the recently filmed family movie will be in attendance, along with actors from other films produced at MDA over the years. A trailer of Bernie will be shown, with news about the premier and a possible sequel announced. Film industry commissioners and leaders from the area will also speak at the event.

Opened as Marine Studios in 1938, Marineland was designed to be a premier underwater water filming location for films and newsreels, and it has enjoyed a long history of partnership with the entertainment industry. The park has appeared in more than a dozen films, including Marine Circus (1939), The Creature from the Black Lagoon (1954), and Sea Dream (1978).



media Contacts

Media outreach is an important of Marineland Dolphin Adventure's education initiatives as a 501(c)(3) non-profit organization.

Please reach out to our media contacts for interviews, background information, press passes, story ideas, or any other assistance that we can provide:

Gary P. Inks

Vice President/General Manager
Marineland Dolphin Adventure
ginks@marineland.net • 904-461-1565

Keith D. Gold

President/CEO
GOLD & Associates, Inc.
keith@strikegold.com • 904-285-5669

A variety of Marineland Dolphin Adventure photographs and logos are available for use in Marineland-related stories at the following Dropbox link. See page 10 of this kit for a contact sheet and caption suggestions. *(Please note that this URL is case sensitive.)*

<https://goo.gl/SYSjx4>

Thank you for your interest in Marineland Dolphin Adventure. After 80 years of education, conservation, and family fun, our story is still only beginning!



Marineland.net

image Gallery

A variety of Marineland Dolphin Adventure photographs and logos are available for use in Marineland-related stories at the following Dropbox link. *(Please note that this URL is case sensitive.)*

<https://goo.gl/SYSjx4>

Below is a catalog of the images, with caption suggestions.



Marineland_ImageA

Bring the entire family to experience dolphin fun at historic Marineland Dolphin Adventure.



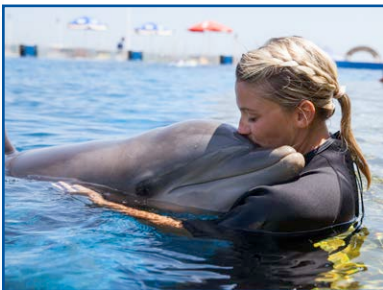
Marineland_ImageB

Marineland has been home to Atlantic bottlenose dolphins since 1938.



Marineland_ImageC

Dolphins are talented performers, and Marineland has appeared in many feature films.



Marineland_ImageD

Dolphin Encounter programs at Marineland allow you to interact with incredible bottlenose dolphins.



Marineland_ImageE

Feed a dolphin and make a friend for life in coastal Florida.



Marineland_ImageF

An up-close dolphin experience is both fun and educational for the entire family.

IMAGE GALLERY



Marineland_ImageG

Don't let your Florida vacation swim by without visiting Marineland Dolphin Adventure.



Marineland_ImageH

Children who experience Marineland's dolphin experiences can become lifelong advocates for the preservation of Our World Ocean.



Marineland_ImageI

Young guests enjoy meeting a Marineland dolphin up close.



Marineland_ImageJ

Marineland Dolphin Adventure is an ideal place for families to have oceans of fun.



Marineland_ImageK

Guests learn about conservation and marine life through interactive dolphin experiences.



Marineland_ImageL

Visitors to Marineland can see aquatic life from both the Atlantic and Pacific Oceans.



Marineland_ImageM

Guests can enjoy an underwater view of Marineland's famous dolphins.



Marineland_ImageN

Marineland's majestic dolphins delight visitors of all ages.

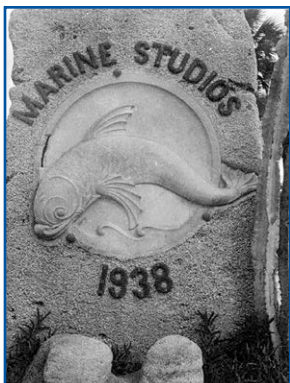


Marineland Dolphin Adventure Logo



80th Anniversary Seal

IMAGE GALLERY



Marineland_Historic_EntryMonument
Marineland Dolphin Adventure opened as Marine Studios in 1938.



Marineland_Historic_ViewingPort
Young Marineland guests view a dolphin in one of the park's early observation areas.



Marineland_Historic_Newsreels
Marineland was originally designed for Hollywood filmmakers to shoot underwater footage.



Marineland_Historic_CircularTank
As one of Florida's first attractions, Marineland has drawn countless guests from across the country and around the world.



Marineland_Historic_ChildrenFeeding
Generations of children have delighted meeting our dolphins.



Marineland_Historic_Filming
Marineland has been a popular filming destination for 80 years.



Marineland_Historic_Stands
Early Marineland visitors watched dolphin shows from poolside bleachers.



Marineland_Historic_Research
Marineland has long been a place for dolphin observation, research, and filming.



Naturally More Fun

Marineland.net • 877.933.3402

9600 Oceanshore Boulevard • St. Augustine, Florida 32080