CLEARWATER MARINE AQUARIUM™

PRESS RELEASE

First "PokéMonday" Event Scheduled for August 8th at CMA

Clearwater, FL (August 4, 2016) – On Monday, August 8th, 2016, Clearwater Marine Aquarium (CMA) will feature special activities and benefits for users of Pokémon Go. The popular app encourages players to travel and collect virtual creatures and conduct digital battles in real-world locations.

CMA is home to several locations for users to gather Pokémon supplies called PokéStops which will be powered-up with lures from 1:00pm-5:00pm. The lures will attract additional Pokémon to the aquarium for players to catch. There is also a gym located within CMA where players can battle to win.

Pokémon Go users will also receive a free snow cone coupon (while supplies last) with the purchase of their CMA ticket and for checking into the aquarium on Facebook. CMA will feature special snow cone flavors for each Pokémon team: Mystic (Blue Raspberry), Valor (Cherry), and Instinct (Lemon).

Teams are also encouraged to join in for fun group photo opportunities which will be shared from Winter's Facebook page. Players who share their photos to Facebook with #CMAPokeMonday will enter for a chance to win 2 tickets to return for the next PokéMonday event.

For more details, visit http://www.seewinter.com/pokemonday and RSVP to the Facebook event at https://www.facebook.com/events/546051302270882/

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About Clearwater Marine Aquarium:
Clearwater Marine Aquarium (CMA) is a 501(c)(3) nonprofit working marine rescue center dedicated to inspiring the human spirit through leadership in education, research, rescue, rehabilitation and release. CMA is home to rescued dolphins, sea turtles, river otters, stingrays, nurse sharks and more. Winter the dolphin's story of survival, after the injury that caused her to lose her tail, has impacted millions of people around the world. A major motion picture, Dolphin Tale, highlighted her life story in 2011. The sequel, Dolphin Tale 2, was released in September 2014 and features the incredible story of Hope, a young resident dolphin of CMA. The mission and potential to change people's lives differentiates Clearwater Marine Aquarium from any other aquarium in the world.