



Where the end of breast cancer begins.™

MIAMI SEAQUARIUM AND SUSAN G. KOMEN® JOIN FORCES TO FIGHT BREAST CANCER
Park kicks off 'Hopetober' promotion to benefit Susan G. Komen®

MIAMI – Sept. XX, 2019 – Miami Seaquarium will go pink this October, Breast Cancer Awareness Month, as it welcomes its guests with the opportunity to make a \$5 contribution to Susan G. Komen, the world's leading breast cancer organization. Beginning Sept. 20 through Oct. 31, guests will be able to purchase a special ticket priced at \$29.99 (plus tax) which includes a \$5 donation to Susan G. Komen. This special discount offer is available online only and guests must purchase their tickets by visiting miamiseaquarium.com/hopetober.

Miami Seaquarium will also be showing support in other ways by transforming the Park's main entrance sign into the iconic pink color and the animal care staff will be wearing pink rash guard shirts.

"Hopetober returns and aims at creating awareness and funds for breast cancer research," commented Eric Eimstad, General Manager. "We're excited to be joining forces once again with the Susan G. Komen organization and its mission in education and funding research."

Breast Cancer is the leading cause of cancer death in women around the world. 1 in 8 women in the U.S. will be diagnosed with breast cancer in her lifetime. Funds raised through this partnership will support Komen's work to save lives and end breast cancer through breakthrough research and real-time support to affected women and men including those in Miami/Ft. Lauderdale, who need help connecting to potentially life-saving care.

The 2019 Komen Miami/Ft. Lauderdale More Than Pink Walk™ will be held on Saturday, Oct. 12, at Bayfront Park in Miami. For additional information or to volunteer, call 954-909-0454 or visit komenmiaftl.org. Miami Seaquarium is a sponsor of the walk.

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About Susan G. Komen®

Susan G. Komen is the world's largest breast cancer organization, funding more breast cancer research than any other nonprofit outside of the federal government while providing real-time help to those facing the disease. Komen has set a Bold Goal to reduce the current number of breast cancer deaths by 50 percent in the U.S. by 2026. Since its founding in 1982, Komen has funded more than \$988 million in breakthrough research and provided more than \$2.2 billion in funding to screening, education, treatment and psychosocial support programs serving millions of people in more than 60 countries worldwide.

About Miami Seaquarium & Palace Entertainment

Miami Seaquarium is a marine-life park, located on the beautiful Biscayne Bay in South Florida that provides visitors with a greater understanding and appreciation for marine life through shows, presentations and exhibits. The Park is an accredited member of the Alliance of Marine Mammal Parks and Aquariums and has been awarded the coveted Humane Certified™ certification, reinforcing Miami Seaquarium's commitment to exceeding the standards of excellence for marine mammal care, husbandry, conservation and education. Miami Seaquarium is owned and operated by Palace Entertainment, one of the leading US leisure park operators. The company operates Kennywood in Pennsylvania, Splish Splash waterpark in New York, Raging Waters in California, and many other family favorite destinations across ten states and two countries. Palace Entertainment greets millions of visitors annually and invites them to enjoy family-oriented and affordable attractions, such as roller coasters, live shows, variable depth pools, water slides, animal shows, miniature golf courses and arcade games.

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