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FOR IMMEDIATE RELEASE

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Loveland Living Planet Aquarium Celebrates Ten Millionth Guest

Winning Guest Receives a Caribbean Vacation for Two (2), Including Airfare and Resort Accommodations.

DRAPER, Utah (April 2025) — Any day now, Loveland Living Planet Aquarium will welcome its ten millionth guest since opening its Draper location in March 2014. The lucky winner will receive a memorable trip to the Caribbean for two (2)! This travel package includes a four-night stay at an all-inclusive beach resort, along with round-trip airfare.

What began as Founder and CEO Brent Andersen’s dream with the original “Aqua Van” in 1999 has since evolved into a world-class Aquarium that connects people with the wonders of our planet. After years of operating in temporary locations, the Aquarium opened its permanent home in Draper in 2014. Since then, it has become a leading educational and conservation hub, welcoming millions of guests and marking this key milestone with a community celebration.

“This moment is bigger than just a number—it’s a symbol of the connection we’ve built with our community over the past decade,” said Brent Andersen, Founder and CEO. “Every guest represents a story, a moment of inspiration, and a shared commitment to protecting our living planet.”

The Ten Millionth Guest Celebration is presented by Aptive. Terms and conditions, as well as how to enter, can be found at <https://livingplanetaquarium.org/ten-millionth-guest/>

WHAT: Ten Millionth Guest Celebration at Loveland Living Planet Aquarium

WHEN: Expected Saturday afternoon, April 19, 2025

WHERE: 12033 S. Lone Peak Parkway, Draper, UT 84020

EMBARGOED FOR MEDIA UNTIL AFTER THE PRIZE IS AWARDED

Based on current attendance trends, we anticipate our ten millionth guest will walk through the doors Saturday afternoon, April 19, 2025. Media members are invited to attend and capture the celebration, including the surprise prize reveal and photo opportunity.

Please RSVP to Layne Pitcher at (720) 765-9406 to receive an estimated one-hour notice prior to the winner’s arrival.

About Loveland Living Planet Aquarium

The Aquarium is a 501(c)(3) nonprofit organization with a mission to inspire people to Explore, Discover, and Learn about Earth’s diverse ecosystems. A world-class facility, LLPA provides learning opportunities at all levels, interests, and ages. The Aquarium has welcomed nearly ten million guests since opening in Draper in March 2014. In addition, the Aquarium provides 150,000 student experiences by visiting every public elementary school in the state each year. LLPA is accredited by the Association of Zoos and Aquariums (AZA).

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