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WAIKIKI AQUARIUM LAUNCHES UNDERWATER AND OCEAN-RELATED PHOTO CONTEST

HONOLULU, HI (June 27, 2013) – The Waikiki Aquarium invites amateur and professional photographers ages 18 and over to compete for a chance to be featured in the 2014 Aquarium Calendar and win ocean sporting gear prizes provided by American Underwater Products. The underwater and ocean-related photography contest will be hosted on the Aquarium's Facebook page and will help amplify the conversation of ocean education and conservation.

"We are thrilled to offer this opportunity to photographers who are passionate about the ocean and marine life," said Andy Rossiter, Ph.D., Waikiki Aquarium director. "Social media is the perfect platform for people to showcase and share their talents in a meaningful way that will be celebrated throughout the year in our keepsake calendar."

Veteran diver Bob Hollis and renowned underwater photographers Marty Snyderman and Keoki Stender will judge all photo entries. Hollis is the founder and CEO of American Underwater Products, a division under his diving company, Oceanic. Diving since the early 1950s, Hollis sits on the National Marine Sanctuary Foundation Board of Trustees and won the 2012 Beneath the Sea Diving Pioneer award.

Snyderman, an Emmy Award-winning cinematographer, still photographer, author and speaker, has been inducted into the Diving Equipment & Marketing Association Hall of Fame for his work. He is also the marine life editor of *Dive Training Magazine*. Stender, a diving safety specialist at the University of Hawaii at Manoa Diving Safety Program, wrote and published *Know Your Fishes in Hawaii*, a fish identification book for children. His work has been featured in various publications.

Entries will be accepted through the Aquarium's Facebook page between June 27 and August 5, 2013. Public voting on Facebook will determine 20 finalists, from which 12 will be selected as contest winners by a panel of judges to be featured in the 12-month calendar. Winners will receive a themed "prize pack" of scuba gear and underwater equipment valued at \$200, provided by American Underwater Products. Judges will also select one of the 12 winners' shots for the cover of the calendar and an additional \$500 prize. Each of the 12 winners will also receive copies of the finished calendar. Winners will be announced in September.

Participants must “Like” the Aquarium’s Facebook page to enter. There is no limit to the number of photo entries one can submit. Photos must be taken in the Hawaiian Island Chain (including the Northwestern Hawaiian Islands) between January 1, 2013 and August 5, 2013. Participants must be U.S. residents.

All participants must include the following information upon initial entry: full name, email address, zip code, title of photo, camera used, date photo was taken, location of photo taken, and additional details about the photo. Entries must be at least 300 dpi in resolution and 9 inches by 12 inches in size.

For complete details on the Waikiki Aquarium photo contest, visit www.waquarium.com or like the Aquarium on Facebook at <https://www.facebook.com/waikikiaquarium>. For more information on American Underwater Products, visit <http://americanunderwaterproducts.com>.

ABOUT THE WAIKIKI AQUARIUM

Founded in 1904 and administered by the University of Hawaii at Manoa since 1919, the Waikiki Aquarium is located on the shoreline of Waikiki Beach next to a living reef and across from Kapiolani Park. The Aquarium – third oldest in the U.S. – showcases more than 500 marine species, and maintains more than 3,500 marine specimens. Public exhibits, education programs and research focus on the unique aquatic life of Hawaii and the tropical Pacific. The Aquarium welcomes more than 320,000 visitors annually, and is open daily from 9 a.m. to 4:30 p.m. except Honolulu Marathon Sunday and Christmas Day. Admission is \$9 for visitors; \$6 for local residents, active duty military with ID, students with ID and seniors; \$4 for youths ages 13-17 and persons with disabilities; \$2 for juniors ages 5 to 12; and free for children 4 and under and Friends of Waikiki Aquarium (FOWA) members. For more information about the Waikiki Aquarium, including membership, please call 808-923-9741 or visit www.waquarium.org.

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