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Graphic Design for the Shark Reef Aquarium [Course Project]

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Welcome

to the deep blue world of

SHARK REEF
AQUARIUM
at mandalay bay

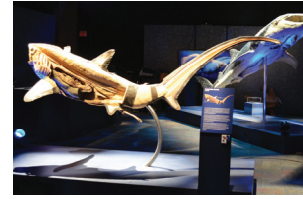
Shark Reef Aquarium at Mandalay Bay

is not your typical aquarium.

It's a total sensory experience designed to transport visitors to an undersea ocean of fantastic sights, sounds and encounters. Featuring dangerous and unusual aquatic animals from the world's tropical waters, Shark Reef Aquarium takes visitors on a journey through an ancient temple slowly being claimed by the sea.

Fourteen breathtaking exhibits are devoted to dangerous aquatic predators. The largest exhibit is

the 1.3 million gallon shipwreck where visitors experience an almost 360-degree view, teeming with sharks and fish, through an acrylic tunnel. The Touch Pool is a popular attraction, where guests can touch an ever-changing collection of animals including sharks, rays or horseshoe crabs. More than 2,000 animals are displayed at Shark Reef Aquarium, over 100 different species and featuring 15 species of sharks.



Completed at a cost of nearly \$60 million, the fully themed facility was designed with the idea of immersing the visitor into this underwater world in the desert. Since opening on June 20, 2000, Shark Reef Aquarium has inspired nearly a million visitors a year, and tens of thousands of the Las Vegas Valley's school children have had the opportunity to visit Shark Reef under the school group program.

In March 2003, Shark Reef Aquarium became the first animal care facility in the State of Nevada to be accredited by the Association of Zoos and Aquariums. We continue to hold this distinction as first and only to this day.

Mission Statement

Shark Reef is dedicated to establishing and maintaining the highest standards of animal care, to providing its visitors with an entertaining and educational experience, and to the practice of meaningful research and conservation initiatives.



Environment/Green Program

Conservation plays a big role at Shark Reef Aquarium. We're conscious about our impact on the environment and the use of our natural resources. Because of this, we make a daily effort to conserve energy and resources. Some of our efforts include:

- “Conserve Energy: Turn off lights when not in use” signs are placed throughout the aquarium ligwht switches.
- All Shark Reef Aquarium letterhead, envelopes and business cards are printed on 100% post consumer paper.
- Water conservation plaques are displayed in guest bathroom stalls.
- 90% of aquarium water is recycled on a monthly basis. This results in 2.1 million gallons of reclaimed water per year.

Here is a list of the endangered and threatened species that you can see at Shark Reef

Komodo Dragon -----	Endangered
Sawfish -----	Endangered
Green Sea Turtles -----	Endangered
Arowana -----	Endangered
Burmese Pythons -----	Threatened
Cownose Rays -----	Threatened



Komodo dragons are the world's largest and heaviest lizards, weighing up to 300 pounds and growing up to 10 feet in length. It is one of the world's ultimate predators.

The Green Sea Turtle is one of seven species of sea turtles that live in the world's oceans, and can live to be up to 100 years old. While they have no teeth, their jaws are still quite powerful and can inflict damage.

Sawfish are actually a large species of ray with a shark-like body and an elongated, tooth-studded snout. The snout also has electroreceptors to detect the heartbeats of prey buried underneath the sand.

Animal Encounters

Stingray Feed Reach into our touch pool and feed our fabulous stingrays and ancient horseshoe crabs a smorgasbord of shrimp, krill, and fish

Sea Turtle Feed This exclusive, personal interaction allows you to feed our 300 pound sea turtles and go above our 1.3 million gallon shipwreck to experience meal time at Shark Reef.

Shark Feed Stand alongside Aquarists as they teach you about how the food is prepared, what kinds of food we use, how we feed them, and other myths and truths about shark behavior. Then grab a feeding tong and try your hand at serving lunch to our resident zebra sharks.



Exhibits

GOLDEN CROCODILE

Explore this 12,000 gallon freshwater exhibit and come face to face with the highly unusual Golden Crocodile.

KOMODO DRAGON

View our most recent addition to Shark Reef Aquarium: the Komodo Dragon!

CICHLIDS

A 700 gallon freshwater exhibit is kept at a tropical 78-82 degrees Fahrenheit to house the beautiful and colorful cichlids from one of Earth's most interesting lakes, Lake Tanganyika.

BURMESE PYTHONS

These large constricting snakes share the exhibit with Fly River Turtles and Asian Arrowanas in the 960 gallon freshwater pool.

AMAZON PREDATORS

Straight from the Amazon River, this 30,000 gallon freshwater exhibit is home to the giant arapaima, arrowana, pacu, and freshwater stingrays.

CARIBBEAN REEF

An underwater paradise awaits in this 44,000 gallon saltwater exhibit featuring parrotfish, pufferfish and other beautiful tropical fish.

PIRANHAS

This 2,000 gallon fresh water exhibit is home to the piranha, whose razor sharp teeth are actually sharper than shark teeth.

ELASMOBRANCHS

View a variety of species of sharks and rays in this 30,000 gallon saltwater exhibit.

TOUCHPOOL

Get up close and personal with stingrays and horseshoe crabs in this 2,500 gallon saltwater interactive touch exhibit.

VENOMOUS FISHES

This 2,500 gallon saltwater tank is home to our most dangerous fish. Lionfish have beautiful feathery fins and can sting you with their toxic touch.

MOON JELLIES

Be entranced by the graceful, slow movements of the moon jellyfish in this 2,500 gallon saltwater exhibit.

OCTOPUS

Weighing up to 100 pounds, the Giant Pacific Octopus is the largest species of octopus in the world. See it for yourself in this 2,500 gallon saltwater display.

SHIPWRECK

Swimming above you, below you, and all around you are several species of sharks, endangered sea turtles, stingrays, sawfish, and many other fish in this immense 1.3 million gallon saltwater exhibit.

INDOPACIFIC FISHES

A large exhibit for some of our larger residents. In this 144,000 gallon saltwater exhibit you'll be surrounded by sharks, lookdowns and various butterflyfish, angelfish and tangs.

Contact Info/Hours

Shark Reef Aquarium
at Mandalay Bay
3950 S. Las Vegas Blvd
Las Vegas, NV

Box Office Hours:

Sunday - Thursday
9:30 am - 7:00 pm

Friday & Saturday
9:30 am - 9:00 pm

Aquarium Hours:

Sunday - Thursday
10:00 am - 8:00 pm

Friday & Saturday
10:00 am - 10:00 pm

Last admission one hour prior to close.

Summer Hours:

May 24 - Sept. 1

Everyday
10am - 10pm

Last admission at 9pm

Parking Information

Parking is available in the Convention Center parking lots off of Las Vegas Blvd and Four Seasons Drive. Enter at the flagpoles, follow the hallway to the Shark Reef Box Office on the left, next to the Food Court.

Tickets

General Admission*:

Adult-----\$20.00

Seniors (65+) -----\$18.00

Children (Age 4-12) ----- \$14.00

Children (3 & under) -----Free

**Peak Period Pricing may apply. Please see Shark Reef Aquarium Box Office for details.*

General Admission Tickets can be purchased either on-line or at the Shark Reef Aquarium Box Office.

Nevada Resident Discount:

Adult----- \$17.00

Children (Age 4-12) ----- \$12.00

Children (3 & under) -----Free

Present your Nevada issued ID at time of purchase at the Box Office





SHARK REEF
AQUARIUM
at mandalay bay

**3950 S. Las Vegas Blvd
Las Vegas, NV
(702) 632-4555**