

Shedd Aquarium Recognized with Top Honors in Marketing

Silver Spring, Maryland (October 4, 2011) – The Association of Zoos and Aquariums (AZA) announced today that John G. Shedd Aquarium has received top marketing honors from the organization for its Jazzin' at the Shedd campaign.

The 2011 AZA Marketing Award recognizes excellence in marketing campaigns developed and executed by its AZA member institutions. The campaign must utilize a marketing mix with a minimum of three communication channels, such as television, radio, print advertising, outdoor, internet, direct mail, etc.

“This award provides well-deserved recognition for the creativity and marketing savvy of the staff of Shedd Aquarium,” said AZA President and CEO Jim Maddy.

After 16 years at Shedd Aquarium, Jazzin' at the Shedd had become a mature program. The marketing and guest experience teams worked in tandem to reinvigorate the event to address increasing competition. The event moved to a new night to take advantage of the city's fireworks at Navy Pier, and the marketing strategy and execution was changed to support the new direction. The strategy paid off with more than 23,000 guests – nearly doubling attendance from the previous year.

“We are excited to see AZA honoring marketing campaigns again this year and are thrilled with the success of a strategic campaign that was able to drive greater awareness and attendance for this event,” said Shedd Aquarium Vice President of Marketing Meghan Curran. “The real reward is that Jazzin' has allowed us to provide more affordable access and convenience to a diverse audience outside of our traditional family visitors. It's an important tie to our mission to inspire guests to care about our planet and all living things by providing connections to the collection.”

Shedd Aquarium is supported by the people of Chicago and the State of Illinois. Shedd Aquarium is an accredited member of the Association of Zoos & Aquariums (AZA) and the Alliance of Marine Mammal Parks and Aquariums. To learn more visit www.sheddaquarium.org.

Founded in 1924, the Association of Zoos and Aquariums is a nonprofit organization dedicated to the advancement of zoos and aquariums in the areas of conservation, education, science, and recreation. Look for the AZA logo whenever you visit a zoo or aquarium as your assurance that you are supporting a facility dedicated to providing excellent care for animals, a great experience for you, and a better future for all living things. The AZA is a leader in global wildlife conservation, and your link to helping animals in their native habitats. To learn more visit www.aza.org.