



CLEARWATER MARINE
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PRESS RELEASE

CMA Releases \$2 Billion Economic Impact Study *Unparalleled impact on jobs and hotel room nights*

Clearwater, FL (February 10, 2016) – Clearwater Marine Aquarium (CMA) announced the release today of its latest economic impact study, covering the four year period of 2012-2015. Performed by Tourism Economics, one of the world’s foremost independent global tourism forecasting companies, the study affirms the 2012 forecast study performed by the University of South Florida St. Petersburg College of Business. The study includes the following highlights:

1. Total four year economic impact on Pinellas County of \$2 billion+
2. A total of 44,444 jobs supported over the four year period, averaging ~11,000 per year
3. 2.2 million room nights booked

“Many groups have worked with us in achieving this impact,” stated CMA CEO David Yates. “Assistance from the State of Florida, City of Clearwater, Pinellas County and Visit. St. Petersburg/Clearwater in particular played important roles in reaching this level of success. In addition, our major corporate partners Bright House Networks, Duke Energy and Coca-Cola have played critical roles. And certainly our partners at Alcon Entertainment, Andrew Kosove and Broderick Johnson, are the key partners in creating this impact. All of this adds up to global promotion of our mission of marine life rescue, education and inspiration.”

With the arrival of Winter the dolphin in December 2005, CMA initiated a global media campaign centered around her story of survival and triumph, that included thousands of news stories, leading to a series of books by Scholastic and the box office hits *Dolphin Tale* and *Dolphin Tale 2*. Both movies were theatrically released internationally and have enjoyed successful DVD, rental and TV viewings, which continue today. CMA just released its first episode of a self-produced web series titled *Rescue-Clearwater* and will release two new fifteen-minute episodes each month, focusing on the real-life work at CMA. Episodes can be viewed at SeeWinter.com.

For further information contact David Yates, CEO: DYates@cmaquarium.org 727.441-1790 x 235

About Clearwater Marine Aquarium:

Clearwater Marine Aquarium (CMA) is a 501(c)(3) nonprofit working marine rescue center dedicated to inspiring the human spirit through leadership in education, research, rescue, rehabilitation and release. CMA is home to rescued dolphins, sea turtles, river otters, stingrays, nurse sharks and more. Winter the dolphin’s story of survival, after an injury that caused her to lose her tail, has impacted millions of people around the world. A major motion picture, *Dolphin Tale*, highlighted her life story in 2011. The sequel, *Dolphin Tale 2*, was released in September 2014 and features the incredible story of Hope, a young resident dolphin of CMA. The mission and potential to change people’s lives differentiates Clearwater Marine Aquarium from any other aquarium in the world.

WE BELIEVE in preserving our environment while inspiring the human spirit through leadership in the rescue, rehabilitation, and release of marine life, environmental education, research and conservation.

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A Florida non-profit 501(c)(3) organization