



CLEARWATER MARINE
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Clearwater Marine Aquarium and Clearwater Toyota Team Up For Year-Round Community Partnership

CLEARWATER, FL (Sept. 18, 2018) – Clearwater Marine Aquarium (CMA) and Clearwater Toyota are announcing a new, multifaceted partnership, making the auto dealer one of CMA's key marketing partners.

Clearwater Toyota will have a broad presence and affiliation with CMA's global community of advocates and guests by becoming a presenting sponsor for several of CMA's premier events including, Winter's Wonderland, Winter & Hope's Birthday Bubble Bash, Winter's Trick or Tweet, as well as the right to create promotional opportunities, digital assets, and more.

Clearwater Toyota will also become the presenting partner of CMA's daily Resident Dolphin Talks featuring Nicholas the Dolphin, a rescued resident dolphin who was orphaned as a six-month-old with second and third-degree sunburns across 36% of his body. Today, Nicholas is smart and vibrant, enjoys problem solving during his sessions, and is known for celebrating getting answers correct with a flip or two.

"The passion and commitment Clearwater Toyota has for marine life, and the community is inspiring," says David Yates, Executive Director of Clearwater Marine Aquarium. "We appreciate the support they are providing to help us achieve our mission of rescue, rehabilitation, release and conservation. We are excited to welcome them into the CMA family."

"Clearwater Marine Aquarium has been a pillar in the community for quite some time. Their work for our sea life and environment is impressive and inspiring to all," said Steven Peine, General Manager of Clearwater Toyota. "What I find most interesting is their mission of educating all who visit the aquarium. If we continue to educate the masses on our impact on the environment, we can make a huge difference in our future. Sonic Automotive and Clearwater Toyota are proud to be involved with such a great organization."

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.

About Clearwater Toyota:

Clearwater Toyota has been serving the Tampa Bay area's transportation needs for decades as one of the area's leading high-volume new Toyota dealerships. Our Clearwater Toyota dealership and its employees maintain a high level of involvement in the community and charitable activities, striving to help make the Pinellas County & Tampa Bay communities stronger. Clearwater Toyota makes every effort to amaze our customers, and we encourage you to stop in at 21799 US Highway 19 North in Clearwater, FL and visit with our new management team, view our new facility, and speak with our staff of Toyota certified sales professionals who are ready to assist you.



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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)