Celebrate World Oceans Day with Dr. Seuss's Famous Fish

50th Anniversary of Dr. Seuss's One Fish, Two Fish, Red Fish, Blue Fish To Focus on Ocean Conservation

Silver Spring, Md. (Vocus) May 27, 2010 -- The Association of Zoos and Aquariums is joining forces with Dr. Seuss Enterprises, Random House Children’s Books and The Ocean Project to create a big splash for World Oceans Day 2010. This year, Dr. Seuss's beloved children's book, One Fish, Two Fish, Red Fish, Blue Fish, will be celebrating 50 years of entertaining kids around the world.

Inspired by the theme of diversity in One Fish, Two Fish, Red Fish, Blue Fish, events on World Oceans Day will teach children how everyday actions impact the ocean and about the importance of protecting the variety of life found within its depths. Children will have fun getting to know the ocean’s creatures with Seussian games and activities.

WHO: YOU and your AZA-accredited zoo and aquarium.

WHAT: Dr. Seuss's famous fish, alongside their aquarium pals, will host a birthday celebration at participating AZA locations for World Oceans Day. Kids and families will learn “From there to here, from here to there, funny things are everywhere” and how they can protect these funny fish and their ocean home with everyday actions.

WHEN: On or around World Oceans Day, June 8th

WHERE: At more than 70 members of the Association of Zoos and Aquariums. To find a World Oceans Day event nearby, please visit http://www.aza.org/world-oceans-day/. Check back frequently for updates.

WHY: Celebrate our world’s oceans and our personal connection to the sea. By being aware of the ocean in their daily lives, people can improve their impact on the ocean and make a real difference. Join thousands of people all over the world to celebrate World Oceans Day.

About the Association of Zoos and Aquariums
Founded in 1924, the Association of Zoos and Aquariums (AZA) 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 an institution dedicated to providing excellent care for animals, a great experience for you, and a better future for all living things. AZA is a leader in global wildlife conservation, and your link to helping animals in their native habitats. For more information, please visit www.aza.org.

About The Ocean Project
Through a collaboration among aquariums, zoos, science, technology, and natural history museums, and other educational institutions that together serve more than 200 million visitors each year, The Ocean Project aims to significantly increase the success of ocean conservation. The Ocean Project seeks to complement and build upon the work of existing institutions and organizations. The Ocean Project also collaborates with local,
regional, and national nonprofit conservation and environmental organizations to actively involve people in conservation activities in their communities and better connect them to the ocean. For more information, please visit theoceanproject.org/wod.

About Dr. Seuss Enterprises, L.P.
The primary focus of Dr. Seuss Enterprises is to protect the integrity of the Dr. Seuss books while expanding beyond books into ancillary areas. This effort is a strategic part of the overall mission to nurture and protect the relationship consumers have with Dr. Seuss characters. Theodor Seuss Geisel (Dr. Seuss) said he never wanted to license his characters to anyone who would “round out the edges.” That is one of the guiding philosophies of Dr. Seuss Enterprises. Audrey S. Geisel, the widow of Dr. Seuss, heads Dr. Seuss Enterprises as President.

About Random House Children’s Books
Random House Children’s Books is the world’s largest English-language children’s trade book publisher. Creating books for toddlers through young adult readers, in all formats from board books to activity books to picture books and novels, the imprints of Random House Children’s Books bring together award-winning authors and illustrators, world-famous franchise characters, and multimillion-copy series. Random House is also the longtime home of the beloved and bestselling Dr. Seuss books which continue to make learning to read fun for millions of children everywhere. Random House Children’s Books is a division of Random House, Inc., whose parent company is Bertelsmann AG, a leading international media company. Explore the wonderful world of Dr. Seuss at Seussville.com.

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