



Press Release

On the occasion of Atlantis Aquarium's institutional opening as the first interactive Aquarium in Europe inspired by climate change.

The Secretary of Industry highlights the “experiential” value found in this educational environment, which are also a point of reference for tourism and respect for the environment.

A group of schoolchildren from Arroyomolinos (Madrid) participated in a recycling workshop focusing on the 10 plastic products that produce 50% of marine litter.

The “Centro de Buceo de La Armada Española” (Spanish Navy's Diving Center) closed Atlantis Aquarium's inauguration with a demonstrations of marine litter pick-up operations in the shark tank.

Madrid, January 17th, 2019.- The Secretary of Industry, Commerce and Tourism, Reyes Maroto, attended the institutional opening of Atlantis Aquarium Madrid, **the first interactive aquarium in Europe**, which opened its doors at intu Xanadú shopping center in Arroyomolinos (Madrid).

Atlantis is a brand-new project undertaken by the Parques Reunidos Group which brings together technology, education and raising awareness about the environment, and takes its inspiration on climate change to create an aquarium concept that would be more accessible and closer to the public.

The 6,000 sqm aquarium recreates 20 different ecosystems, hosts more than 10,000 animals from 150 different species, and offers several interactive challenges that the Secretary of Industry could discover, accompanied by the President of Parques Reunidos' Board of Directors, Richard Golding; the Mayor of Arroyomolinos, Andrés Martínez; the Director General of intu Spain, Alex Barbany; as well as by other representatives of several foundations and organizations related to the preservation of the environment and biodiversity.

Throughout the visit, a delegation of students from El Torreón Public School in Arroyomolinos and Atlantis Education Department put together a recycling workshop on single-use plastic pollution. At the end of the workshop, the Secretary of Industry took a picture with the students standing on land scale for marine wildlife.

New opportunities through leisure and awareness-raising tourism

After the inaugural tour and in the setting of a spectacular shark and stingray tank, the Secretary of Industry, Commerce and Tourism, **Reyes Maroto**, pointed out *“the important role aquariums*

have as entertainment centers to raise awareness about the environment, and foster educational tourism. They take on the commitment to sensitize their visitors about sustainable actions that are respectful to the environment.” Reyes Maroto also gave a positive appraisal about the launch or business initiatives such as Atlantis that “perfectly blend education values, awareness-raising, and tourism. This happens, coincidentally, during this year’s Spanish tourism week. Aquariums like this one create great added value to our tourism goals and I hope that Parques Reunidos will continue trusting in Spain’s potential as a place of interest to offer experiential, interactive and unique tourism options. This aquarium is undoubtedly a clear example of the leisure environment we should be valuing for standing at the forefront of respecting the environment”

The President of Parques Reunidos’ Board of Directors, **Richard Golding**, highlighted *“Parques Reunidos’ important advantage and responsibility to stand as an ambassador of socially responsible messages through the Group’s leisure activities. This allows the Group to connect with around 20 million people who, every year, visit our 60 parks around the world. Parques Reunidos’ position is a unique opportunity to create social awareness about a problem that will be a bone of contention for conservation issues in the upcoming years, and that we wanted to join in anticipation to the ban of all single-use plastics from all our facilities.”*

Golding pointed out that the inauguration the third animal park of the Group in the Madrid Autonomous Community, - the sixth in Spain, and the tenth in Europe- is part of a new project aiming to convey the values of conservation, research and education that all zoological institutions and aquariums throughout the world carry out nowadays. These efforts are backed up by the effort and daily work of a team of specialized professionals who are experts in threatened marine species conservation.

Demonstration by the Navy’s diving team

The “Centro de Buceo de La Armada Española” (Spanish Navy’s Diving Center) was at the center of the event’s closing, where a specialized team coming from the Center’s base in Cartagena, dove in the shark tank and showed the work involved in cleaning marine litter from the Spanish coasts and sea beds.

Students in their 3rd year of Primary School from Arroyomolinos were in charge of asking some of questions that the Navy’s diving team answered throughout the demonstration. Their answers brought the attendants attention to some alarming figures: 85% of marine litter is plastic, of which almost 500 million tons wind up every year in the European seas and oceans every year.

The Navy’s diving Center is committed to the conservation of the marine environment and participates in trash pick-up and clean-up events during world days such as World Oceans Day, “PLUMBUM” Project to pick up lead residue found on sea beds, or in the Antarctic campaigns carried out by BIO Hespérides in collaboration with the Spanish Polar Committee to preserve that particular, natural environment.

About Atlantis Aquarium

Atlantis Aquarium Madrid is a new initiative carried out by the Parques Reunidos Group where technology, education and awareness-raising about the environment come together in a new interactive aquarium concept that becomes more accessible and closer to the public. It offers an interactive parcours blending observation of marine species and ecosystems -rivers and oceans- with other leisure digital, virtual and mechanical elements, that will teach the public about how to protect the planet.

Atlantis Aquarium is Parques Reunidos first aquarium in an indoor complex like Intu Xanadú, located in Arroyomolinos (Madrid) and is a pioneer in Spain on the adaptation to the new European directive on single-use plastic. Through model, Atlantis Aquarium aims to raise awareness among its visitors about a real threat that will seriously affect marine diversity.

About Parques Reunidos

Parques Reunidos is one of the world's leading leisure park operators. The company portfolio comprises more than 60 assets (amusement parks, animal parks, aquatic parks, family entertainment centers and other attractions). Parques Reunidos is present in 14 countries in the Americas, Europe, Middle East and Australia, receiving approximately 20 million visitors per year. For more information regarding Parques Reunidos, please visit: www.parquesreunidos.com

Video Atlantis Aquarium:

Spanish version: <https://www.youtube.com/watch?v=cCyCdiyDmio>

English Version: <https://www.youtube.com/watch?v=wI93dU4cLeA>

For more information:

Atlantis Aquarium Communications Department

María José Luis

Tel. 672 177 628 / mjluis@grpr.com

C.C. Xanadú, Calle Puerto de Navacerrada, km 23,5.

28939 Arroyomolinos, Madrid

<https://www.atlantisaquarium-madrid.es/>