

**ATLANTIS, THE PALM TO HOST SPECTACULAR SHARK WEEK CELEBRATIONS WITH
FAMED CONSERVATIONIST 'SHARKMAN' MIKE RUTZEN**

*Guests can learn more about one of the world's most incredible species with themed activities
and informative talks from leading marine experts*

DUBAI, United Arab Emirates (17th July 2019) – Atlantis, The Palm is joining forces with world-renowned conservationist 'Sharkman' Mike Rutzen and the UAE's Ministry of Climate Change and Environment for an action-packed Shark Week celebration from the 28th July to the 3rd August. The bumper week of themed activities and informative talks, held at the iconic resort's mesmerising The Lost Chambers Aquarium, will help educate guests on shark conservation and the importance of protecting global marine life.

Now in its 31st year, The Discovery Channel's annual Shark Week bonanza shines a spotlight on one of the world's most fascinating species with a number of themed documentaries, films and events. Famed expert and filmmaker Mike Rutzen will spearhead Atlantis' exciting array of events, including informative sessions with marine animal specialists, interactions with the Atlantis scuba divers and a host of once-in-a-lifetime dive experiences with 10% discount on aquarium experiences. There is even FREE admission to The Lost Chambers Aquarium for every child below 11 years old, when they wear something shark-themed and are accompanied by one paying adult.

Join 'Sharkman' Mike Rutzen on a Shark Discovery

28th July, 16:45 pm

29th July, 13:45pm

30th July, 8:45am

Price: AED 1,305 (normal price AED 1,450)

Book online <https://www.atlantisthepalm.com/marine-water-park/lost-chambers-aquarium> or call +971 4 426 2000

'Sharkman' Mike Rutzen is inviting guests to enjoy an exclusive opportunity to dive alongside him as he explores Atlantis' stunning Ambassador Lagoon, home to more than 65,000 marine animals, including eleven species of sharks and cownose rays. On the 28th -30th July, the celebrity diver will take part in four expeditions of Shark Discovery, one of Atlantis' incredible range of marine animal experiences available all-year-round. Guests will learn basic diving skills as well as getting some expert advice from Mike.

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Family Q&A with ‘Sharkman’ Mike Rutzen Tuesday 30th July at 14:00pm

Ambassador Lagoon / 7 Sages The Lost Chambers Aquarium.

General admission: AED 110 per person. Ages 3 to 11 go free with each paying adult (if the child wears a shark themed outfit))

Families can join ‘Sharkman’ Mike Rutzen in The Lost Chambers Aquarium, who will be on hand to answer questions and tell some amazing shark tales. Over the hour he will be conducting an exciting talk about interacting with sharks and shark conservation including sharing his experience as one of the only people on the planet who has ‘free dived’ with Great Whites Sharks.

In conversation with ‘Sharkman’ Mike Rutzen

Tuesday 30th July at 19:00pm.

Conference Centre at Atlantis, The Palm

Free entrance, no booking required

Dubbed ‘Sharkman’ due to his incredible work with the jaw-some species, Mike Rutzen’s decorated career has seen him star in television shows and documentaries across the world and rub shoulders with celebrities such as Brad Pitt, Matt Damon, Halle Berry, Blake Lively, Anderson Cooper and Matt Damon.

On Tuesday, 30th July, he will welcome guests for a meet-and-greet, where he will talk about his incredible adventures diving with sharks around the globe as well as his tireless efforts to protect them from extinction. In his talk “The Great White Shark *Carcharodon Carcharias* – Behaviour and Conservation,” Mike will discuss his free-diving and behavioural observations, the growing trend of eco-tourism and his research and future projects. Discussion points will also include a reduction of their food supply, trophy hunting, pollution, baited hooks, drumlines and lethal gill nets used as beach protection measures.

Super savings on once-in-a-lifetime experiences

Throughout Shark Week, guests can enjoy 10 percent off Atlantis’ spectacular range of diving activities.

What’s more, each of the unique experiences has been given a shark-themed twist for the occasion.

- **Shark Snorkel.** *Price: AED 283.5 (normal price AED 310).* Perfect for young and old alike, explore the Lost City of Atlantis and all its marine inhabitants including from the perfect vantage point.
- **Shark Discovery.** *Price: AED 1,305 (normal price AED 1,450).* Always wanted to experience Scuba diving? This program is specifically for non-certified divers. Learn basic diving skills and then meet our sharks, napoleon wrasse, colourful angel fish and butterflies amidst the ruins of Atlantis.

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- **Shark Explorer.** Price: AED 1,080 (normal price AED 1,200). Certified divers can delight in the rare experience of diving alongside incredible sea creatures and marvel at the ancient Atlanteans left behind in this single tank dive.
- **Predator Dive.** Price: AED 2,389.5 (normal price AED 2,655). The Predator Dive promises the experience of lifetime. Descend into the world famous Ambassador Lagoon for the unique opportunity to hand-feed up to 14 different species of sharks and rays among 65,000 marine animals.
- **Aquatrek.** Price: AED 400.5 (normal price AED 445) by day and AED 720 (normal price AED 800) by night. Experience the thrill of walking underwater in the Ambassador Lagoon among fish, sharks and rays. No experience or training required.

Guests must mention Shark Week to receive the 10 percent discount when booking. Use the promocode 'Sharkweek' on website bookings. Book online <https://www.atlantisthepalm.com/marine-water-park/lost-chambers-aquarium> or call +971 4 426 2000

In South Africa, where Mike is based, the Great White Shark is on the brink of extinction. He is known as one of the few people in the world who free-dives with Great White Sharks and campaigns for their preservation around the world. Mike travels extensively to create an understanding and respect for this great predator, sharing his vast knowledge and involving as many people as possible in his conservation battle. His travels and activities have been extensively documented on TV programmes including 'Beyond Fear' with National Geographic, 'Sharkman' and 'Shark Night' on Discovery Channel, '60 Minutes Special' with Anderson Cooper, 'The Great White Shark' on CNN, 'Shark Night' and 'Linge De Fronte' on French TV and 'A Living Legend' on BBC Natural World, where he was branded a super human because of his ability to read and respond to Great White Shark's behaviour. In some of the extraordinary footage, Mike can be seen petting a Great White on the nose, putting it into a gentle trance and gliding gracefully on its dorsal fin.

Mike Rutzen said: "We recently completed a scientific study which, based on genetic diversity of the population, indicated that there are only 353 to 522 great white sharks left around the African coastline. It's time to do something for the species, before it's too late."

Natasha Christie, Director of The Lost Chambers Aquarium, said: "We wanted to work with Mike Rutzen because he is one of the world's most hard-working conservationists. By hosting someone like Mike, The Lost Chambers Aquarium is able to help raise appreciation of these magnificent animals and raise awareness of their plight."

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***ENDS**

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About Atlantis, The Palm, Dubai

Atlantis, The Palm is the first entertainment resort destination in the region and located at the centre of the crescent of The Palm in Dubai. Opened in September 2008, the unique ocean-themed resort features a variety of marine and entertainment attractions, as well as 17 hectares of waterscape amusement at Aquaventure Waterpark, all within a 46-hectare site. It is home to one of the largest open-air marine habitats in the world, with over 65,000 marine animals in lagoons and displays including The Lost Chambers Aquarium, a maze of underwater corridors and passageways providing a journey through ancient Atlantis. Aquaventure features 18 million litres of fresh water used to power thrilling waterslides, a 2.3-kilometer river ride with tidal waves and pools, water rapids and white water chargers. Dolphin Bay, the unparalleled dolphin conservation and education habitat, and Sea Lion Point were created to provide guests a once in a lifetime opportunity to learn more about one of nature's most friendly mammals. Atlantis, The Palm is also known as *the* culinary destination in the region with a collection of world-renowned restaurants including Bread Street Kitchen & Bar, Hakkasan, Nobu, Ronda Locatelli and Dubai's ultimate entertainment destination, Wavehouse. The resort boasts an impressive collection of luxury boutiques and shops as well as extensive meeting and convention facilities.