



MEDIA RELEASE

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Polar Bears at Sea World Celebrate International Polar Bear Day

The Polar Bears at Sea World have joined in on International Polar Bear Day celebrations to help raise awareness of climate change.

International Polar Bear Day is a worldwide day of action lead by conservation group Polar Bears International with the aim of preserving the future of the species and creating awareness about the importance of reducing carbon emissions.

The Polar Bears at Sea World are ambassadors for their species and play a vital role in raising awareness of the effects of global warming. Current research indicates that Polar Bear numbers in the wild are declining, with 20,000 – 25,000 bears remaining worldwide.

Sea World Curator of Mammals, Mitchell Leroy said International Polar Bear Day marks an important occasion for all the bears at the park but also helps guests understand how our actions affect their natural habitat.

“At Sea World, guests can get an insight into Polar Bears in an environment which provides a unique educational experience that assists, through a wider public awareness, the conservation efforts of the species,” he said.

“We are proud to be a part of this global initiative and to cement our commitment to taking action on climate change, which is a major threat to the Polar Bear species.

“We have created a colourful and dynamic enrichment program for Hudson and Nelson at Polar Bear Shores which features some of their favourite foods and toys to play with.”

Sea World is encouraging guests to help reduce carbon emissions by partaking in the Thermostat Challenge or by posting their pledges to combat climate change on the Sea World Australia Facebook page.

Polar Bears International is the world's leading Polar Bear conservation group, dedicated to saving Polar Bears by saving their sea ice habitat with a focus on research, education, and action. For more information on Polar Bears International or the Thermostat Challenge visit <http://www.polarbearsinternational.org/>

The best way to see the Polar Bears is with a Village Theme Parks Unlimited Membership which for only \$9 a month, gives guests unlimited entry to Sea World, Warner Bros. Movie World and Wet'n'Wild Gold Coast as well as a great range of members only benefits. For more information visit seaworld.com.au or call 13 33 86.

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