



Audubon Aquarium  
of the Americas  
*A Facility of Audubon Nature Institute*

Audubon Aquarium of the Americas  
1 Canal Street  
New Orleans, LA 70130  
<http://audubonnatureinstitute.org/aquarium>

## **First of its Kind: A “Fun For The Whole Family” Virtual Reality Adventure Is Coming to Audubon Aquarium**

Visitors can transform into "Reef Rangers" beginning Tuesday, December 5, 2017

Audubon Aquarium of the Americas will open a first-of-its-kind interactive high-capacity virtual reality (HCVR) experience for visitors on Tuesday, December 5. Guests will take a virtual dive into a beautiful 360° coral reef environment to help restore the ecosystem.

The award-winning design and media production studio, [Super 78](#), partnered with the Aquarium to create this groundbreaking guest experience.

“Super 78 and Audubon Nature Institute first collaborated on ‘Awards Night,’ the 4D show that opened at the Insectarium in 2003,” said Dina Benadon, Super 78’s CEO and Executive Producer. “That was one of our favorite projects, such a fun and rewarding experience.”

“When we began developing ‘Reef Rescue’ specifically for aquariums, Audubon was on top of our list to work with again,” added Brent Young, Super 78’s President and Creative Director. “Their commitment to education, conservation and entertainment makes it one of the finest aquariums in the nation. That’s why Audubon Aquarium is the ideal place to debut ‘Reef Rescue.’ “

The virtual reality experience can accommodate 16 guests at a time as they take a virtual dive into a beautiful 360° coral reef environment. Their mission is to become "Reef Rangers" and help restore the undersea home of "Sting" and "Bob," two fish who live in the Great Barrier Reef. Remotely piloting their own R.O.V.E.R. (Remotely Operated Vehicles for Exploring Reefs) mini-submarines, each guest helps to clean up the waters, plant new coral branches, and feed the fish, returning the reef to complete health.

"We're thrilled to be the first aquarium to showcase this cutting-edge technology," said Audubon Aquarium Director Rich Toth. "Reef Rescue is not only an entertaining and truly immersive experience, but it also communicates an important message of conservation. We want our guests to take away a greater understanding of how remarkable corals are and why they are so important to the well-being of planet."

Reef Rescue opens to Audubon Aquarium guests on Tuesday, December 5. Tickets to the experience can be purchased at the Aquarium ticket counter on the second floor at the entrance to the experience. Reef Rescue is not included in general admission or with an Audubon Nature Institute membership. Tickets are \$6 for non-members and \$5 for Audubon Members.

### [Super 78](#)

From the creation of captivating media to the design of enriched, immersive spaces, Super 78 builds worlds, both real and virtual, that are unforgettable.

Super 78 is a group of award-winning artists and technicians who deliver entertaining and educational stories across all platforms. Currently celebrating its 20th anniversary, this creative, production and special venue company extends well-known brands and intellectual properties into global destinations and the experiential marketplace.

With offices in Los Angeles and partners worldwide, Super 78 continues to expand by creating, producing and owning live action, animated and graphic content for the global market.

Super 78 has earned recognition and numerous accolades including Emmy, Thea, Visual Effects Society, Telly and Create Nominations and Awards.

Click here for press release and images: <http://newsroom.audubonnatureinstitute.org/frst-of-its-kind-a-fun-for-the-whole-family-virtual-reality-adventure-is-coming-to-audubon-aquarium>

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- [New Conservation Partnership Launches in Louisiana with the Release of 12 Endangered Whooping Cranes into the Wild](#)
- [Audubon Zoo Welcomes Brazilian Ocelots](#)

Audubon Nature Institute operates a family of museums, parks and research facilities dedicated to celebrating the wonders of nature. Through innovative live animal exhibits, education programs, and scientific discovery, Audubon makes a meaningful contribution to preserving wildlife for the future. Audubon Nature Institute flagships include Audubon Park, Audubon Zoo, Audubon Aquarium of the Americas, Entergy Giant Screen Theater, Audubon Butterfly Garden and Insectarium, Audubon Louisiana Nature Center, Freeport-McMoRan Audubon Species Survival Center, Woldenberg Riverfront Park and Audubon Wilderness Park. Ron Forman is President and CEO of Audubon Nature Institute.

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