



NEWS RELEASE



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Giant Australian-Grown Southern Rocklobster Finds New Home At Chicago's Famed Shedd Aquarium

CHICAGO – Travelling more than 9,700 miles from the Australian shores of the southern ocean, an unlikely crustacean found itself a new home at the Shedd Aquarium. As part of a display at the recent National Restaurant Association's annual convention, the 8-pound Southern Rocklobster was on hand to highlight Australia's environmentally sustainable fishing methods. The rocklobster – affectionately nicknamed “Wow” by show-goers because of his enormous size and vivid orange color – was spared the dinner table, joining Shedd's renowned animal collection.

“The lobster attracted so much attention because he epitomizes what Australia's recognized for – a clean, green environment; pristine waters; sustainable practices; and amazing quality,” said Ian Harrison, Chief Executive Officer of Australian Made, Australian Grown, a not-for-profit organization that branded the Australian pavilion with the Australian Trade Commission, under a campaign to raise awareness of the Australian country-of-origin stylized kangaroo logo now found on an increasing number of quality Australian goods in the US. “We knew of Shedd's strong commitment to the environment, sustainable fisheries, and to Australia, and we called on them in the hope that the lobster could help educate the public about the importance of environmental stewardship. We were pleased they were able to welcome him so quickly.”

With more than 32,000 animals representing nearly 1,600 species from around the world, including the world's oldest fish in a public aquarium – an Australian Lungfish named Granddad – Shedd Aquarium connects people to animals and the living world with the sole purpose of inspiring the public to make a difference in protecting and preserving the natural environment.

“That's why we decided to take the Southern Rocklobster in: he's a great ambassador for sustainable fishing practices and the species itself, and we plan to tell that story to our more than 2 million guests,” said George Parsons, director of fishes at Shedd Aquarium, referring to Shedd's mission. “Since animal care is our top priority, this colorful and super-sized lobster has a new lease on life, and will receive the very best veterinary care.”

According to Parsons, the lobster has successfully passed Shedd's quarantine period and he will be on permanent exhibit in Shedd's historic Oceans Coast gallery.

In addition to being an ambassador for Southern Rocklobsters, he will also tell another story in support of Shedd's successful Right Bite sustainable seafood program. “Eating seafood is good for you, but eating the right kind of seafood is good for our planet,” said Michelle Jost, director of sustainable practices at Shedd. “By having this lobster on display, we will be able to continue to educate our public, as well as the seafood purveyors and restaurateurs that attended the show, about the importance of sustainable fishing and supply.”

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The lobster, which is believed to be about 15 years-old, was donated by Southern Rocklobster Limited, a trading company for Australian Southern Rocklobster that is owned by local fishers. According to Matthew Muggleton, CEO of Southern Rocklobster Limited USA, the lobster was harvested from the ocean off southern Australia under a world-first “Clean and Green” program, a supply chain-management strategy of sustainable harvesting of lobsters and protection of other marine life.

A unique “Track and Trace” program allows traceability of the rocklobster back to its original fishing ground, by visiting the Web site www.southernrocklobster.com and entering the number on the plastic barcode tag attached to each lobster. This lobster’s tag, number 00009622, indicates he was caught by fisherman Anthony Titley, on the vessel Patina III at Currie Harbour at pristine King Island, off the coast of Tasmania.

SPECIAL NOTE: Media photos available upon request.

About Australian Made, Australian Grown: AMAG is a not-for-profit organization that raises awareness of truly Australian goods carrying the green and gold Australian country of origin logo.

About Shedd Aquarium: Shedd Aquarium has been wowing generations of guests every day for more than 78 years. From ominous sharks to beautiful coral, from charismatic whales to high-flying dolphins, from endangered sea turtles to a fish that’s lived here since 1933, Shedd is the World’s Aquarium. Situated on the shores of Lake Michigan, Shedd has provided “oohs and ahs” to more than 95 million explorers from around the world with its amazing animals, award-winning exhibits and exciting education and conservation programs. At Shedd Aquarium, we’ve been passionate about our animals and our guests since we opened in 1930. And today Shedd remains dedicated to that passion, our mission, education, conservation, creativity, and fun.

About Shedd Aquarium’s Right Bite program: Certain seafood choices are better than others due to the method of catching or farming. By making smart seafood decisions, consumers can help assure the long-term survival of the ocean and its inhabitants. Shedd’s *Right Bite* program aspires to educate seafood lovers about simple, conservation-friendly options when ordering in a restaurant or preparing a dish at home.

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