

NEWS RELEASE

717 General Booth Blvd. Virginia Beach, VA 23451



FOR MORE INFORMATION:
Mackenzie Di Nardo | MDiNardo@VirginiaAquarium.com

June 26, 2023

Dive into a World of Imagination with Sun-Maid at the Virginia Aquarium

Enjoy an enhanced experience with this well-known snack brand at the Aquarium every Sunday in July

(Virginia Beach, VA) – Sun-Maid, the iconic and innovative dried fruit and snacks brand, is teaming up with the Virginia Aquarium & Marine Science Center, inviting guests to dive into a world of imagination during **Sun-Maid Sundays** this July. The Aquarium is “raisin” the guest experience with science on-the-go stations, a Guest Quest scavenger hunt, and raisin-themed activities for all ages!

From 10 a.m. to 2 p.m. every Sunday in July, Sun-Maid and the Virginia Aquarium will host this enhanced experience that is included with general admission. Various activities will take place complete with prizes, imaginative learning and delicious snacking as curated by the Aquarium and Sun-Maid. View the scheduled events for each Sunday on our [Daily Calendar](#).

While navigating the scavenger hunt, guests will be able to re-fuel with Sun-Maid’s yogurt covered raisins — naturally sweet raisins covered with smooth and creamy yogurt. Made with whole fruit and non-GMO ingredients, Sun-Maid’s Yogurt Covered Raisins feature a flavor for every craving, including chocolate, vanilla and strawberry, and chocolate peanut butter.

Additionally, guests are encouraged to bring in un-opened [Sun-Maid](#) products as a donation to be entered into a drawing for a Sea Turtle Behind-the-Scenes tour at the Aquarium. Donations will be made to the Foodbank of Southeastern Virginia.

“Beyond the imaginative flavors found in our better-for-you snacks, fostering imagination is a focus for the Sun-Maid brand, and what better place to inspire a sense of wonder and amazement than aquariums?” said Steve Loftus, President and Chief Operating Officer of Sun-Maid Growers of California. “Through this partnership with the Virginia Aquarium, we’re ecstatic to bring both goodness and deliciousness to local families through educational and interactive programming.”

Sun-Maid Sundays is included with general admission. Purchase tickets and find more information by visiting [VirginiaAquarium.com](#). Seasonal parking rates apply.

Virginia Aquarium & Marine Science Center

The Virginia Aquarium & Marine Science Center is an accredited member of the Association of Zoos and Aquariums, and the Alliance of Marine Mammal Parks and Aquariums. The Aquarium is also a member of World Association of Zoos and Aquariums. The Virginia Aquarium's mission is to inspire conservation of the marine environment through education, research, and sustainable practices. It is located at 717 General Booth Boulevard, just south of Rudee Inlet in Virginia Beach.

The Virginia Aquarium & Marine Science Center Foundation, a 501(c)(3) nonprofit organization, supports the work of the Virginia Aquarium. The Foundation procures and maintains the Aquarium's exhibits, including the animals and habitats. It is also responsible for annual and capital fundraising, administration and funding for the Virginia Aquarium Stranding Response

Program, conservation and scientific research efforts, and the Aquarium's mission-related education programs. You can be a part of our mission by making a [tax-deductible donation](#) to support our programming.

About Sun-Maid Growers of California

Founded in 1912, Sun-Maid Growers of California is a farmers' cooperative of hundreds of grower families with vineyards in California's Central Valley. From childhood to adulthood and generation to generation, Sun-Maid's innovative snacks continue to feed imaginations one little red box at a time--because when imagination is used for good, there's nothing more delicious! And while some things change, our real, minimally processed and consistently good ingredients haven't. Always starting with a whole fruit you can see and taste, Sun-Maid continues to offer a trusted go-to snack that's simple, wholesome and versatile--imagine that! For more information about Sun-Maid visit www.sunmaid.com and follow the brand on social media including TikTok, Instagram and Twitter.

###