

NEWS RELEASE

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Virginia Aquarium Partners with Nickelodeon for Act Like a Sponge!

Virginia Beach, VA - SpongeBob's Bikini Bottom is coming to the Virginia Aquarium & Marine Science Center in July with [Act Like a Sponge](#), a global SpongeBob initiative aimed to curb plastic waste, educate consumers, and inspire ocean sustainability activities, presented by Nickelodeon. With this enhanced Aquarium experience, the Aquarium will partner with the Bikini Bottom crew to share an important ocean-loving mission to tackle marine plastic pollution.

From July 15 through September 15, Virginia Aquarium guests can participate in SpongeBob-themed experiences at the Aquarium including a guest quest and a take home Earth Goals tracker for parents and their kids to complete at home.

A SpongeBob Guest Quest contains clues that lead participants through the Aquarium to find aquatic residents that correspond with one of the SpongeBob characters. Search for Mrs. Puff, Patrick, Mr. Krabs and more while learning interesting facts about these unique critters.

The Science-on-the-Go station will inform guests about microplastics in the ocean environment. Guests will investigate, explore, and learn what should and should not be found in water using a "planktoscope" to view water samples and various tissue samples.

As part of this partnership, our Plastic Free for the Sea education station will focus on biodegradation and how plastics biodegrade once they are introduced to the environment. Educators will have Grab-Go-Show bags with items that can be used to reduce or eliminate single-use plastics. Guests can also learn about [Act Like a Sponge](#).

The Virginia Aquarium activities are in collaboration with Nickelodeon celebrating 25 years of SpongeBob SquarePants. SpongeBob will be rolling out a wide-ranging slate of 25th anniversary programs that invites audiences around the globe to live, eat, game, play and watch like a sponge. This includes all-new original content across the Paramount ecosystem; one-of-a-kind location-based experiences; exclusive consumer products and games, first-to-market partnerships and so much more.

If nautical nonsense be something you wish, reserve your tickets today at VirginiaAquarium.com.

Virginia Aquarium & Marine Science Center

The [Virginia Aquarium & Marine Science Center's](#) mission is to connect people to the marine environment, inspiring a more sustainable future. The Aquarium aspires to be a driver in conservation, education, tourism, and sustainability, leading the charge to save wildlife and their ecosystems. Owned by the City of Virginia Beach, the Aquarium operates as a city department in partnership with the Virginia Aquarium & Marine Science Center Foundation. The Aquarium is proud to be an accredited member of the Association of Zoos and Aquariums, the Alliance of Marine Mammal Parks and Aquarium, and the World Association of Zoos and Aquariums.

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 SpongeBob SquarePants

Since its launch July 17, 1999, SpongeBob SquarePants has reigned as the most-watched animated series for 22 consecutive years, while generating a universe of beloved characters, pop culture catchphrases and memes, theatrical releases, consumer products, a Tony award-winning Broadway musical and a global fan base. SpongeBob SquarePants is one of the most widely distributed properties in Paramount history, seen in more than 180 markets, translated in 30+ languages, and averaging more than 90 million total viewers every quarter. SpongeBob SquarePants was created by Stephen Hillenburg and produced by Nickelodeon in Burbank, Calif. The character-driven cartoon chronicles the nautical and sometimes nonsensical adventures of SpongeBob, an incurable optimist and earnest sea sponge, and his undersea friends.

About Nick Our World's Act Like a Sponge Pledge

We've pledged to remove 5 million pounds of plastic and debris by 2027 in honor of SpongeBob's 25th anniversary! Our cleanup efforts have already collected over 1.5 million pounds from oceans and ocean-bound waterways across the globe, but there's still more to be done to achieve our goal. Learn more on nickourworld.com.

About Nickelodeon

Nickelodeon, now in its 45th year, is the number-one entertainment brand for kids. It has built a diverse, global business by putting kids first in everything it does. The brand includes television programming and production in the United States and around the world, plus consumer products, digital, location-based experiences, publishing and feature films. For more information or artwork, visit <http://www.nickpress.com>. Nickelodeon is a part of Paramount's (Nasdaq: PARA, PARAA) global portfolio of multimedia entertainment brands.

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