



Media: For more information, contact SeaWorld Public Relations at (619) 226-3929.

SEAWORLD SAN DIEGO 2012 MEDIA ADMISSIONS POLICY

The media admissions policy for SeaWorld San Diego enables working media to become familiar with the park's many featured attractions and, at the same time, enjoy a day with family or friends. This courtesy is extended to active, credentialed members of the news media only, which does **not** include management, administrative, promotions directors, sales or retired personnel. Complimentary admission is available in the following categories:

Print Media: Publishers, editors, reporters, writers, photographers

Broadcast Media: Station managers, news directors, assignment editors, producers (news/feature), on-air personnel (anchors/hosts/DJs/reporters), photographers, program directors

Freelancers: Complimentary admission is provided to freelance writers and producers with written confirmation from the assigning news outlet

Bloggers: Bloggers are considered on a case-by-case basis if the blogger has a **significant** following **and** meets other criteria.

A maximum of four complimentary tickets will be granted in a six-month period to qualifying personnel. The qualifying media representative must arrange for tickets in advance, must be the person to pick up the tickets and must pick them up on the same day as the visit. Complimentary media admission does not include parking, rides, tours or special events.

Arrangements for tickets are made by sending us **a written request via e-mail (swcpublicrelations@seaworld.com) or fax (619-226-3953) on your company letterhead, at least 72 hours in advance of your visit.** Please attach your media credential along with your request. For holidays observed on Mondays, requests should be made by noon the previous Thursday. Your request should include:

- Name and your company title
- The exact date of your visit
- How many adult tickets and child (ages 3–9) tickets (not to exceed four total tickets)
- A contact phone number and an e-mail address (if available)
- A copy of your media credential providing proof as a member of the news media

Once your request is received, please allow 48 hours for us to send you an e-mail confirmation. Please contact us at (619) 226-3929 if you do not receive a confirmation at least 48 hours in advance of your requested visit. Tickets will be held under your name at SeaWorld's Will Call window. You will be asked to show photo I.D. and a media credential or your company business card. For more information call (619) 226-3929. Office hours are 8:30 a.m. to 5 p.m. (closed on weekends and holidays).

Media on Assignment: News media on assignment must request interviews and photo sessions in advance by calling (619) 226-3929. This ensures that appropriate park personnel will be available on the day of the visit. All media on assignment must arrive at the security entrance and be escorted during their visit.

Tickets Donations for Fundraisers: Ticket donations for fundraisers are handled by SeaWorld's Community Relations Department. SeaWorld targets causes that benefit animals, disadvantaged children and the environment. If the criteria are met, organizations may send a written request at least 60 days prior to the event, on official letterhead, with the following information: event date, purpose, organization's non-profit status and contact information. Donation requests are accepted by e-mail (swc-communityrelations@seaworld.com) or mail (500 SeaWorld Drive, San Diego, CA 92109). Due to the large volume of requests, SeaWorld does not respond to any phone requests or follow-up calls.