

# NEWS RELEASE

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## **Virginia Aquarium Welcomes Natalie Sims as Vice President of Marketing**

(VIRGINIA BEACH, VA) – The Virginia Aquarium announced that Natalie Sims has joined their leadership team as the Vice President of Marketing. In this role, she will lead all aspects of marketing and public relations.

A native of Suffolk, VA, Sims has extensive experience in the tourism and attractions industry, most recently as the Marketing Senior Leader for SeaWorld, Aquatica, and Sesame Place, San Diego, CA. Prior to that, she held a variety of positions within SeaWorld, including Social Content Leader for SeaWorld Orlando and the Marketing Director for Busch Gardens Williamsburg. Sims holds a Bachelor of Science degree in Marketing from Virginia Tech.

“I am so excited to have Natalie on our leadership team. Her understanding of the attractions and tourism industry will help the Virginia Aquarium implement our strategic goals, including our future expansion,” said Cynthia Whitbred-Spanoulis, Executive Director of the Virginia Aquarium. “The combination of Natalie’s creativity, passion for animals, and focus on conservation will be an asset for our organization.”

*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.*

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