



# THE PALEY CENTER FOR MEDIA

## THE PALEY CENTER FOR MEDIA CELEBRATES THIRTY YEARS OF A TELEVISION PHENOMENON WITH: *SHARK WEEK: 30 YEARS OF SHARK 'N' AWE! THE EXHIBIT*

**Exclusive Exhibit to Feature Never-Before-Seen Photography, Props, Costumes, Video, and  
Shark-Themed Social Photo-ops**

**Free Exhibit Opens to the Public on Saturday, July 14, 2018**

**BEVERLY HILLS, CA, July 10, 2018** – Every July sharks invade the airwaves during Discovery Channel's *SHARK WEEK*, television's longest-running and most-anticipated summer event. To celebrate thirty years of this television phenomenon, The Paley Center for Media will unveil the multimedia experience *SHARK WEEK: 30 Years of Shark 'N' Awe! The Exhibit*. The exhibit, which is free and open to the public, will run at the Paley Center's Beverly Hills location July 14 through July 29.

"For the past thirty years television viewers have enthusiastically welcomed the ocean's most feared predators into their homes during *SHARK WEEK*, and we're thrilled to provide fans with this immersive experience," said Maureen J. Reidy, the Paley Center's President & CEO. "*SHARK WEEK: 30 Years of Shark 'N' Awe! The Exhibit* is just one of the many exhibits the Paley Center presents every year that take fans behind-the-scenes of the creative process that brings their favorite programs to life."

*SHARK WEEK: 30 Years of Shark 'N' Awe! The Exhibit* gives visitors a chance to dive in to three decades of jaw-dropping shark stories and groundbreaking scientific discoveries. Visitors will have a chance to relive the annual 'fin-tastic' celebration's greatest moments through compelling video, never-before-seen photography, props, and costumes, including NBA legend Shaquille O'Neil's custom wetsuit from the 2018 promo campaign; and the opportunity to get an up-close look at Shark Week's popular mascot, "Chompie, Jr." The exhibit, which will occupy 3000 square feet of the Paley Center's landmark Beverly Hills location, will also offer Shark-themed social photo-ops, and exclusive artifacts from the annual event that has taken viewers to unexplored locations and provided them with extensive insights into the mysterious world of sharks. And rounding out the experience will be an interactive display where visitors can test their knowledge of *SHARK WEEK*'s thirty-year history through an exciting trivia challenge.

"*SHARK WEEK* is a pop culture phenomenon and summer's most eagerly awaited television event. In celebration of *SHARK WEEK*'s 30th anniversary, we're thrilled to share our love of sharks with the Paley Center for *SHARK WEEK: 30 Years of Shark 'N' Awe! The Exhibit*," said Nancy Daniels, Chief Brand Officer, Discovery & Factual.

*SHARK WEEK*'S 30<sup>th</sup> anniversary celebration will kick off on Discovery Channel on Sunday, July 22 and will continue through July 29, featuring a packed celebrity lineup and unprecedented access to some of the most exotic places in the world.

For more information on *SHARK WEEK: 30 Years of Shark 'N' Awe! The Exhibit*, please visit [paley.me/sharkweek](http://paley.me/sharkweek)

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### **About The Paley Center for Media**

The Paley Center for Media, a 501(c)(3) nonprofit organization with locations in New York and Los Angeles, leads the discussion about the cultural, creative, and social significance of television, radio, and emerging platforms. Drawing upon its curatorial expertise, an international collection, and close relationships with the leaders of the media community, the Paley Center examines the intersections between media and society. The general public can access the Paley Center's permanent media collection, which contains over 160,000 television and radio programs and advertisements, and participate in programs that explore and celebrate the creativity, the innovations, the personalities, and the leaders who are shaping media. Through the global programs of its Media Council and International Council, the Paley Center also serves



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as a neutral setting where media professionals can engage in discussion and debate about the evolving media landscape. Previously known as The Museum of Television & Radio, the Paley Center was founded in 1975 by William S. Paley, a pioneering innovator in the industry. For more information, please visit [paleycenter.org](http://paleycenter.org).