

16th February 2011

DEEP WINS TOP MUMSNET AWARD

The Deep has been named as the UK's best aquarium by popular website Mumsnet in its Best of Britain Awards.

Deep Chief Executive Colin Brown commented,

"We particularly value this award as the Mumsnet website is regarded as the first place many parents go to when choosing a day out. To be voted the best UK aquarium by parents themselves, is the ultimate endorsement for The Deep. As Mumsnet receives 1.3 million unique visitors to its site every month, this is an excellent way to influence many other families to come and visit us."

Mumsnet comments that Hull's recently revamped aquarium is "a great family day out". Mumsnetters rated the "hands-on and interactive features" but singled out "the ride through the biggest tank in the clear acrylic walled lift" as the highlight.

Justine Roberts, Founder of Mumsnet and CEO said:

"After a disastrous, very un-family friendly holiday, I conceived Mumsnet because I thought a place for parents to swap reviews and get advice and information would be useful. 11 years on, it's great that Mumsnet gives real power to the parents, and to know that with Mumsnet Best parents will be able to tell at a glance which days out will be best for them and their families. Many congratulations to The Deep, for winning UK's best Aquarium"

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