



# Horizon Blue Cross Blue Shield of NJ Presents “Touch a Shark” Adventure Aquarium

AYS facilitated Horizon Blue Cross Blue Shield of NJ’s sponsorship of the “Touch a Shark” exhibit at the Adventure Aquarium.

Through its sponsorship of this exciting exhibit, Horizon was able to directly interact with thousands of families and demonstrate its strong commitment to the Southern NJ community. The Aquarium benefited by having a proactive sponsor that helped promote the exhibit, drive traffic and provide essential funding.

In addition to facilitating this partnership, AYS provided additional marketing support during the course of the agreement to ensure all benefits were delivered.

