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### **PIER 39 Celebrates 27<sup>th</sup> Anniversary of the Sea Lions' Arrival to PIER 39**

SAN FRANCISCO – (January 16, 2017) – PIER 39 is celebrating the 27<sup>th</sup> Anniversary of the Sea Lions' arrival to The PIER with Sea Lion Encounters, free 20-minute educational walking tours led by Aquarium of the Bay naturalists, January 20-22. Guests will learn everything they ever wanted to know about California sea lions, marine life and Bay conservation. Additionally, tour participants will also be treated to hot cocoa and coffee, discounts at participating PIER 39 businesses, a 2-hour parking validation for the PIER 39 Parking Garage, and special exhibits from Aquarium of the Bay and The Marine Mammal Center. Tours depart at 12pm, 1pm, 2pm and 3pm each day from the Sea Lion Statue west of the PIER 39 Entrance Plaza.

With the installation of a new HD Webcam, sea lion enthusiasts from the Bay Area and across the world can also enjoy watching these playful pinnipeds each and every day on [pier39.com](http://pier39.com). Plus, fans can also take The Sea Lion Pledge to support a happy and healthy home for sea lions in the San Francisco Bay. For more information, visit [pier39.com](http://pier39.com).

### **PRESS INVITATION**

To commemorate the actual arrival date of the first sea lions to K-Dock, Aquarium of the Bay in partnership with The Marine Mammal Center will host two exclusive Sea Lion Encounter tours for the media on Thursday, January 19. Kindergarten and 1<sup>st</sup> grade students from Thomas Edison Charter Academy of San Francisco will be our guests. The tours will depart from the Sea Lion Statue west of the PIER 39 Entrance Plaza at 10:15am and 10:45am. There will also be a press conference at 10:30am at K-Dock or indoors in Chart House's Sea Lion Room in case of inclement weather. Please RSVP to Alissa Giusti at [Alissa@pier39.com](mailto:Alissa@pier39.com).

### **EDITORS PLEASE NOTE**

For high-resolution photography or video, please contact Alissa Giusti at (415) 705-5562 or [Alissa@pier39.com](mailto:Alissa@pier39.com).

### **PIER 39 IS 39**

Sea Lion Anniversary marks the launch of PIER 39's 39-week long 39<sup>th</sup> Anniversary celebration.

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Every Friday from January through October, head to The PIER for an evening of fun. Whether it's discounts, giveaways or fun special events like Movie Nights and a 70s Roller Disco Party, there's something for everyone! For more information, visit [pier39.com/39](http://pier39.com/39).

### **History of the Sea Lions at PIER 39**

Shortly after the Loma Prieta earthquake hit San Francisco in October 1989, a few California sea lions began "hauling out" on PIER 39's K-Dock. By January 1990, the boisterous pinnipeds started to arrive in droves and completely took over K-Dock much to the exasperation of PIER 39's Marina tenants. The Marina staff turned to The Marine Mammal Center, an organization devoted to the rescue and rehabilitation of marine mammals, as well as the study of marine mammal health, for advice about their new slippery tenants. After much debate and research, the experts from The Marine Mammal Center recommended that the sea lions stay in their newfound home.

With a plentiful supply of food from the Bay and an environment protected from predators, the PIER 39 Marina proved to be an ideal living situation for the sea lions. Within a few short months, the number of sea lions grew to more than 300 and hit an all-time record of 1,701 in November 2009. While the number of sea lions at K-Dock rise and fall with the seasons, available food supply and natural migration patterns, the world-famous sea lions always have a home at PIER 39. Ongoing educational programs take place throughout the year at both Aquarium of the Bay at PIER 39 and The Marine Mammal Center in Sausalito.

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### **PIER 39**

PIER 39 is a 45-acre waterfront complex that is a gathering place for an estimated 11 million visitors each year, making it the most-visited attraction in the region. The PIER is a two-level open-air marketplace featuring over 100 restaurants, shops and attractions, all surrounded by iconic views of the Bay and San Francisco landmarks. PIER 39 also includes a five-acre waterfront park and 300-berth marina, which is home to the world famous California sea lions. For more information, visit [pier39.com](http://pier39.com).

### **Aquarium of the Bay**

A division of bay.org, Aquarium of the Bay is a 501(c)(3) not-for-profit marine nature center with a mission to protect, restore, and inspire conservation of San Francisco Bay and its watershed, from the Sierra to the sea. It is accredited by the Association of Zoos and Aquariums (AZA), and

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certified as a Green Business by the City of San Francisco. Located on the world-famous PIER 39, Aquarium of the Bay is the only aquarium dedicated to the diverse marine life and distinctive ecosystems of San Francisco Bay. Home to more than 20,000 marine animals found in the Bay and along the California coast, Aquarium of the Bay provides an unmatched window to the Bay's amazing marine life. Additional information on Aquarium of the Bay is available at [aquariumofthebay.org](http://aquariumofthebay.org).

### **The Sea Lion Center**

The Sea Lion Center, located on Level 2 of PIER 39, is a 501(c)(3) not-for-profit that offers free interpretive programs to compliment one of San Francisco's most iconic species. Operated and managed by Aquarium of the Bay, the Sea Lion Center features interactive displays, educational videos, fascinating presentations and one-on-one interactions with naturalists. Guests can touch real sea lion artifacts including pelts and skulls, and size themselves up next to a life-size sea lion skeleton. The Sea Lion Center is open daily from 10am – 5pm. For more information visit [sealioncenter.org](http://sealioncenter.org).

### **The Marine Mammal Center**

The Marine Mammal Center is guided and inspired by a shared vision of a healthy ocean for marine mammals and humans alike. The mission is to advance global ocean conservation through marine mammal rescue and rehabilitation, scientific research, and education. Since 1975, the Center has been headquartered in the Marin Headlands, Sausalito, California, within the Golden Gate National Parks and has rescued and treated nearly 20,000 marine mammals. In 2014, the Center opened Ke Kai Ola, a hospital for the rehabilitation of the endangered Hawaiian monk seal, in Kailua-Kona, Hawaii. For more information, please visit [marinemammalcenter.org](http://marinemammalcenter.org).