



Aquarium of the Bay



Sea Lion Center



The Bay Institute



Bay Model Alliance



Bay Academy

The Embarcadero at Beach Street, PIER 39,  
San Francisco, CA 94133 | F: 415.623.5324  
T: 415.623.5300 | [info@bayecotarium.org](mailto:info@bayecotarium.org)

bayecotarium

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**Media Contacts:**

Vicki De Witt  
[vicki@bayecotarium.org](mailto:vicki@bayecotarium.org)  
415.262.4727

Mia Kossivelou  
[mia@bayecotarium.org](mailto:mia@bayecotarium.org)  
415.623.8630



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## George Jacob, President & CEO of Aquarium of the Bay recipient of 2019 RCGS Louie Kamookak Medal

**San Francisco's Future of Museums visionary, George Jacob, was honored with the Royal Canadian Geographical Society RCGS medal, joining former President Jimmy Carter and Sir David Attenborough, the only other recipients outside Canada. RCGS COO, presented the Louie Kamookak medal in San Francisco on Thursday 28 March, 2019 at Aquarium of the Bay**

**SAN FRANCISCO, CALIFORNIA — March 28, 2019:** The Royal Canadian Geographical Society announced George Jacob as the recipient of the 2019 Louie Kamookak Medal. Jacob is the President & CEO of Bay.Org – a nonprofit watershed conservation group in the San Francisco Bay Area that operates five branches including the Aquarium of the Bay and the Sea Lion Center.

This distinguished honor is in recognition of George Jacob's three decades of commitment to exploring the unexplored and discovering the undiscovered, creating shared memorable experiences of compelling narratives, through the medium of museums worldwide. He currently leads the landmark transformation of the Aquarium of the Bay on PIER 39 into an iconic \$260 million immersive ecotarium – the first of its kind Climate Resilience and Ocean Conservation Living Museum.

"Named after the legendary Inuit Oral Historian and explorer, the late Louie Kamookak, the medal is in recognition of Jacob's notable and distinguished contribution to geography through visionary leadership and the international recognition his work has demonstrated, in destination design and innovation," says, John Geiger, President & CEO of Royal Canadian Geographical Society, in Ottawa, Canada adding, "the last RCGS medal presented in the United States was in 2017 to President Jimmy Carter."

Jacob has enriched our collective memories, with 100 museum and exhibit projects, 150+ opinion editorials on interpretive planning, museum design, civic reach, sustainability, public art, exhibit design, master planning and advocacy, for newspapers and publications. Author of 7 seminal books on the future of Museum Design and Practice, he has served on the Peer Review Council of the American Alliance for Museums, and is currently on the Boards of CAL-Travel, International Council of Museums Canada, ICOM-ICTOP. He is the Chief Advisor the UN Environment on Climate Change Museum initiatives in the Caribbean.

**About Bay Ecotarium:**

Bay.org DBA Bay Ecotarium is a 501(c)(3) non-profit organization with a mission to enable conversations on climate resilience and ocean conservation globally, while inspiring actionable change locally by protection and preservation of the San Francisco Bay and its ecosystems, from Sierra to the Sea™. Smithsonian Affiliated Award-winning, Aquarium of the Bay and the Sea Lion Center on the Embarcadero/PIER 39 lead the organization and are visited by millions. Other institutions include, The Bay Institute, the Bay Model Alliance, and the Bay Academy. Plans are progressing to convert the Aquarium into the world's first Climate Resilience and Ocean Conservation Living Museum.

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