



The Marine
Mammal Center

News Release

FOR IMMEDIATE RELEASE:

Contact: Jim Oswald (415) 289-7341, oswaldj@tmmc.org
Cheryl Reiss (415) 289-7367, reissc@tmmc.org

Run for the Seals and Help Sick, Injured and Orphaned Marine Mammals

The Marine Mammal Center's "Friend-raiser" hopes to raise \$50K in time for pupping season and in dedication to gunshot wounded sea lion victim Silent Knight!

(SAUSALITO, Calif. – January 26, 2011) – Outdoor enthusiasts looking for an activity that combines breathtaking vistas and exercise, with the satisfaction of helping to save seals, should look no further than The Marine Mammal Center's Run for the Seals event on March 12 in the Marin Headlands. This fun run and walk is one of the Center's top community "friend-raising" events and is a great opportunity for participants to support the work volunteers and staff do 24/7 to rescue and provide medical care for ill, injured and orphaned seals and sea lions. This year's Run for the Seals is dedicated to Silent Knight – the Sausalito sea lion who was shot and blinded – and all proceeds from the event support the Center's patients like Silent Knight.

Participants can get involved simply by forming their own fundraising teams, joining an existing team or customizing their own fundraising pages with videos, photos and personal links. This year each registrant who raises \$100 or more will be entered into a drawing for prizes, and those who raise \$5000 or more could win a trip for two to the Men's U.S. Open tennis finals in New York or ten tickets to the Giants' opening night game & World Series ring ceremony.

"Run for the Seals takes place in the spring – what's known as pupping season - the busiest time of the year for The Marine Mammal Center," said the Center's executive director, Jeff Boehm. "On average, our staff and volunteers provide medical care for an average of 200 harbor and elephant seal pup patients each year. It costs about \$1 a pound to purchase food and with so many mouths to feed, we're counting on Run for the Seals fans to reach out to their friends and families to form teams, create fundraising pages and spread the word so we can raise \$50,000 to meet that need."

All runners and walkers receive a limited edition t-shirt. Once registered, fans will receive an e-mail with their own fundraising page link which can be customized to include photos, video and personal messages. These page links can then be posted on their favorite social media pages or in e-mails to friends and family.

-MORE-

Both the run and walk take place in the Marin Headlands, starting at Rodeo Beach and ending on Bunker Road near the Center. There are two options: a four mile course through the Headlands or a two mile walk overlooking the ocean. Refreshment stations will be spaced throughout the route making the event suitable for families, runners, walkers, strollers and dogs. During the event, spectators will enjoy looking at a variety of vendor tables and listening to tunes and announcements from KFOG's Peter Finch.

After the race, all participants are invited to attend a Family Fun Day at the Center featuring complimentary food, beverages, tours and educational booths. Runners and walkers will get a chance to learn more about the work of the Center and see some of its elephant seal pup patients, as well as others like Silent Knight the sea lion.

Medals will be awarded to the first, second and third place finishers of the four mile race (male & female) and to children 12 years and under. Additionally, individual participants who raise over \$5,000 can win a trip for two to the U.S. Open tennis finals in New York. Teams who raise over \$5,000 can win ten tickets to the Giants' opening night game and world series ring ceremony.

Event schedule:

- **7:30AM: CHECK-IN** and race day **REGISTRATION OPENS** (near Rodeo Beach)
- **8:30AM: ROADS CLOSE!**
- **9:30AM:** four mile race starts, followed by the two mile route participants
- **10:30-11:30AM:** Winners & Awards Presented at The Marine Mammal Center. Collect T-shirts (after race)**
- **12:00PM:** (approximately): **ROADS OPEN.** Vehicles will not be able to leave the race area until the race finishes and we are given clearance by the National Park Service and Park Rangers.

Registration fees:

- **Adult Online** (www.runfortheseals.org) **Registration: \$35 per person by March 9 - \$45 on race day.**
- **Child (under 12) Online Registration: \$20 per person - \$25 on race day.**
- **Children under 4 are FREE (but still need to be registered online)**
- **Dogs are also FREE! Dogs must be on a leash.**

About The Marine Mammal Center:

The Marine Mammal Center is a nonprofit veterinary hospital, research and educational center dedicated to the rescue and rehabilitation of ill and injured marine mammals - primarily elephant seals, harbor seals and California sea lions - and to the study of their health. Since 1975, the Center has been headquartered in the Marin Headlands, within the Golden Gate National Parks and has rescued and treated more than 16,500 marine mammals. The Center's newly rebuilt headquarters in Sausalito gives visitors the unique opportunity to learn about marine mammals through viewing areas and educational exhibits. The hospital is open to the public daily 10 A.M.- 5 P.M. except for Thanksgiving, Christmas and New Year's Day. For more information and to sign up for the Center's eNewsletter, go to: www.MarineMammalCenter.org