



The Marine  
Mammal Center®

## News Release

FOR IMMEDIATE RELEASE:

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### **Run, Walk and Help Seals During the 28<sup>th</sup> Annual “Run for the Seals!”**

*The Marine Mammal Center’s “Fun Run” takes place March 10 with proceeds used to purchase much-needed food for young seal pups*

(SAUSALITO, Calif. – February 7, 2012) – Outdoor enthusiasts looking for an activity that combines breathtaking vistas and exercise, with the satisfaction of helping marine mammals, should register now for **The Marine Mammal Center’s Run for the Seals** event on **Saturday, March 10, in the Marin Headlands, Sausalito, CA.** This fun run and walk kicks off at 9 a.m. and is one of the Center’s top community events that gives participants an opportunity 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 will help the Center take care of and feed the hundreds of young elephant seal and harbor seal patients that will be admitted during the upcoming “pupping season” between the months of March and May. In all, event organizers are hoping to raise \$60,000 from online fundraising activities which is enough to purchase almost 60-thousand pounds of herring that this year’s seal pup patients will need.

“This is one of my favorite events at The Marine Mammal Center because it gets hundreds of people out to enjoy the beauty that the Golden Gate National Recreation Area has to offer;” remarked Jeff Boehm, The Marine Mammal Center’s executive director. “Run for the Seals also gives us a wonderful opportunity to educate the community about the need to help marine mammals and conserve the ocean environment while having a lot of fun and getting some exercise too!”

Once the air horn blasts at Rodeo Beach, announcing the official start of the self-timed event at 9 a.m., participants will either run the four mile course through the Marin Headlands, or they can choose a leisurely two mile walk which is perfect for strollers and fans with dogs on leash. They can also directly help seal patients by forming their own fundraising teams and creating fundraising pages with videos, photos and personal links. Each registrant who raises \$100 or more will be entered into a drawing for prizes, and those who raise \$5000 or more could win 15 luxury suite tickets to a 2012 Golden Gate Warriors game and a behind-the-scenes experience at the Center. Individuals who raise \$2000 or more could win a sailing trip for four along with some wonderful local restaurant and hotel packages. All participants who register online before March 7 will receive a signature Run for the Seals event t-shirt.

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Refreshment and information stations (including doggie watering spots) will be spaced throughout the route making the event suitable for families, runners, walkers, strollers and dogs. After the race, all participants are invited to attend a FREE 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 elephant seal pup patients viewed from the outdoor observation deck.

Medals will be awarded to the first, second and third place finishers of the four mile run (male & female) and to children 12 years and under. Additionally, prizes for the most creative ocean-themed costumes (human and canine) will be awarded. More information and registration details are available at [www.runfortheseals.org](http://www.runfortheseals.org).

### Event schedule:

- **7:00A.M.** - CHECK-IN and race day **REGISTRATION OPENS** (near Rodeo Beach)
- **8:30A.M.** - **ROADS CLOSE!**
- **9:00A.M.** - four mile race starts, followed by the two mile route participants
- **10:30-11:30A.M.** - Winners & Awards Presented at The Marine Mammal Center. Collect T-shirts (after race)\*\*
- **12:00P.M.** - **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](http://www.runfortheseals.org)) **Registration: \$35 per person by March 7 - \$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.**

### Special thanks to this year's Platinum and Gold sponsors:



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### 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 17,000 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](http://www.MarineMammalCenter.org)