



FOR IMMEDIATE RELEASE

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The Marine Mammal Center Partners with PIER 39 to Open Sea Lion Pop-up Exhibit Space, Provide Public Programming at K-Dock

Brand-new educational experience for all ages launches this summer at PIER 39 with dockside docents and a pop-up experience.

San Francisco, CA (June 29, 2023) – More than 30 years ago, California sea lions began making a home for themselves at PIER 39, and now, thanks to a decades-long partnership on behalf of San Francisco’s most iconic marine mammal, the world’s largest marine mammal hospital will too.

Starting today, conservation experts from The Marine Mammal Center will be at two different PIER 39 locations to bring the stories of California sea lions to life as part of a brand-new educational experience for all ages that will culminate in the opening of the Sea Lion Spot, a state-of-the-art permanent exhibit and retail space, in spring 2024.

At K-Dock, adjacent to the sea lion haul-out area, staff and volunteers from the Center will be available daily from 11:30am to 5pm to talk with visitors about the sea lions and share how we can all take action to keep them safe. Upstairs, in a space overlooking the sea lion haul-out area, guests will be welcomed daily from 11am to 6pm to explore a special pop-up experience.

Visitors to the pop-up will have the opportunity to talk with conservation experts and learn about the threats California sea lions are facing in San Francisco Bay, such as climate change, ocean trash and overfishing, as well as how to help. The conservation education space will emphasize the interconnectedness of sea lion health, ocean health and human health. Visitors will be encouraged to join the conservation conversation and pledge to take action in their own lives. The accompanying retail experience will be focused on sustainability, with all proceeds supporting the Center’s mission of global ocean conservation.

“For more than three decades, the Center has worked in close partnership with PIER 39 to support the health and wellbeing of the sea lions on K-Dock,” says Cecily Majerus, Chief Executive Officer at The Marine Mammal Center. “We’re thrilled to continue that work together by providing an engaging learning experience for the millions of people who come to see these world-famous sea lions and will now walk away with a much better understanding of this sentinel species.”

California sea lions are the most common patient admitted to The Marine Mammal Center, accounting for hundreds of rescues every year with ailments ranging from malnutrition and toxic algal poisoning to entanglement in ocean trash and even cancer. As sentinels of the sea, these animals provide insights into both the ocean’s health and our own.

Although the sea lions typically leave the area during early summer to head south to breed, they have returned annually by the hundreds, bringing with them millions of people eager to view and learn about these unique residents of the marina and helping make PIER 39 San Francisco’s most visited tourist destination.

“PIER 39 is excited to partner with The Marine Mammal Center who for over 30 years has been supporting our California sea lions at K-Dock! Visitors will be treated to an educational and fun experience at the new sea lion pop-up space,” says Scott Gentner, Chief Executive Officer at PIER 39.

Just a short drive across the Golden Gate Bridge from PIER 39, the Center's award-winning ocean-view Visitor's Center in the Marin Headlands of Sausalito is also open to the public. The recently renovated space is also a state-of-the-art veterinary hospital for the hundreds of marine mammal patients the Center rescues each year, providing visitors the opportunity to see life-saving care in action. Online reservations are required. Guided tours and behind-the-scenes experiences are also available. Learn more [on the Center's website](#).

SPONSORSHIP OPPORTUNITIES AT THE SEA LION SPOT

The Marine Mammal Center welcomes corporate partners, foundations and private donors interested in sponsoring the Sea Lion Spot. Learn more at MarineMammalCenter.org/sponsor.

VOLUNTEER OPPORTUNITIES AT THE SEA LION SPOT

The Marine Mammal Center is recruiting new volunteers to enhance the visitor experience at PIER 39 and inspire stewardship of our ocean environment. Learn more about volunteering and sign up to attend upcoming trainings [on The Marine Mammal Center's website](#).

HOW THE PUBLIC CAN HELP

Sea lions at PIER 39 are wild animals and are not fed or cared for. It's illegal to feed, harm or harass sea lions and all other marine mammals. If you see a sea lion or other marine mammal that looks sick or injured, call The Marine Mammal Center at 415-289-SEAL (7325).

The Marine Mammal Center would like to remind the public that they play an important role in the conservation of marine mammals by keeping these marine wildlife viewing tips in mind: keep a safe distance, use your zoom and call the experts if you see an animal in distress.

ABOUT THE MARINE MAMMAL CENTER

The Marine Mammal Center is a global leader in marine mammal health, science and conservation, and is the largest marine mammal hospital in the world. The Center's teaching hospital and training programs operate globally with headquarters in Sausalito, CA. The Center has rescued more than 24,000 marine mammals from 600 miles of authorized rescue area along the California coastline and Hawai'i. The Center's mission is to advance global ocean conservation through marine mammal rescue and rehabilitation, scientific research, and education. For more information, please visit MarineMammalCenter.org. Follow us on [Facebook](#), [Instagram](#) and [Twitter](#).

ABOUT PIER 39

PIER 39 is a 45-acre waterfront property that is a gathering place for locals and visitors. 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, home to the world-famous California Sea Lions. PIER 39 is a tenant of the Port of San Francisco. Visit www.pier39.com.