



ONE OF SAN FRANCISCO'S MOST POPULAR ATTRACTIONS GETS EVEN BIGGER

The Sea Lion Center Opens At Pier 39

SAN FRANCISCO, CA – January 17, 2014 - One of San Francisco's largest attractions just got bigger! On Friday, January 17, 2014, the [Sea Lion Center](#) celebrated its Grand Opening on PIER 39. Operated and managed by [Aquarium of the Bay](#), the Sea Lion Center is a free nature center where guests can learn about the world famous sea lions that inhabit the docks at the end of PIER 39.

These captivating sea lions mysteriously made PIER 39's K-Dock their home in January 1990, shortly after the Loma Prieta earthquake, and have since been entertaining visitors and locals alike with their playful antics. Overlooking the hangout of these charismatic mammals, 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.

A 501(c)(3) nonprofit organization, the Sea Lion Center focuses on the education and conservation of San Francisco Bay. The Sea Lion Center utilizes the expertise of the Education staff at Aquarium of the Bay to help visitors understand their own personal connection to the Bay and to the animals that live there. Guests are invited to sit in on regularly scheduled presentations led by Interpretive Naturalists to learn all about the sea lions, including their role in the ecosystem, the challenges they face, and how our everyday actions can have an effect on the sea lions—good or bad.

"We are excited about this opportunity to continue to share the importance and wonder of San Francisco Bay," said John Frawley, President and CEO of Aquarium of the Bay. "The Sea Lion Center will help show guests how they can make a collective, positive impact on the environment through simple, everyday choices."

The goal of the Sea Lion Center is not only to educate its visitors, but also to lead by example and to collaborate with other entities who show a similar passion for the health of the Bay. That's why the Sea Lion Center is proud to have the [San Francisco Bar Pilots](#) as its first official partner, who will help to support the Center's objective of protecting the Bay.

"We are proud to serve as the lead sponsor for the Sea Lion Center at PIER 39," said Captain Peter McIsaac, Port Agent and President of the San Francisco Bar Pilots. "We share with the Sea Lion Center a common mission to protect the environment of San Francisco Bay. Supporting the Sea Lion Center allows us to help educate the public about the Bay's marine ecosystem and remind residents and visitors alike of the importance of preserving this vital waterway."

San Francisco Bar Pilots play a huge role in the conservation of the Bay by guiding the world's largest ships through some of North America's most difficult waterways to prevent oil spills, ensuring that the

regions environment is preserved and protected. Visitors to the Sea Lion Center will be able to learn more about the San Francisco Bar Pilots and the role they play in the protection of the Bay by visiting a Bar Pilots display within the Center.

The Sea Lion Center is open daily from 10 am – 5 pm. For more information, visit www.sealioncenter.org.

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About Sea Lion Center:

The Sea Lion Center is a 501(c)(3) nonprofit that offers free interpretive programs to compliment one of San Francisco's most popular attractions. Operated and managed by [Aquarium of the Bay](#), the Sea Lion Center provides a space for guests to learn all about the city's world-famous sea lions. Overlooking the usual hangout of these charismatic mammals on PIER 39's K-Dock, the Sea Lion Center lets guests enjoy daily presentations, fun artifacts, and one-on-one interactions with naturalists. Visitors from all over the world can learn about these boisterous animals, including their history on PIER 39, their role in the ecosystem, and ongoing impacts and challenges to their habitat. To learn more about the sea lion center and how you can contribute, visit www.sealioncenter.org.

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