

# PIER 39

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## SEA LEBRITIES

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**SAN FRANCISCO, January, 2007** --- They're boisterous. They're playful. They're an international sensation. And they've decided to make PIER 39 their permanent home. They are, of course, the PIER 39 "Sea Lebrities" -- hundreds of California sea lions who have "hailed out" on PIER 39's K Dock. Shortly after the 1989 San Francisco earthquake, the playful pinnipeds started arriving in droves, taking over K Dock in the PIER's West Marina in January 1990.

In accordance with the Federal Marine Mammal Act, The Marine Mammal Center advised PIER 39 that the sea lions should be allowed to stay. In addition, the Center and the PIER together instituted an educational program to teach visitors about these marine mammals and offer an up-close view of the sea lion habitat.

The plan has been a huge success. The sea lions, whose population grows as high as 900 during the winter season, have been a hit with visitors. Annually, the sea lions tend to migrate to the Channel Islands in the summer season -- but now, a small number stay in the Bay Area throughout the year.

K-Dock is now officially designated a "Watchable Wildlife" viewing area by the California Watchable Wildlife Project. In partnership with The Marine Mammal Center, PIER 39 initiated an educational program to teach visitors about marine mammals. To date, more than 15,300 school children taught by Marine Mammal Center staff have participated from throughout California. Weather permitting on weekends from 11 AM - 5 PM at PIER 39's K-Dock, Marine Mammal Center volunteer docents are available to answer questions about their behavior, range, habitat and adaptability.

For more information about PIER 39's sea lions, please phone 415.705.5500.

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