



## **MEDIA CONTACT**

Sue Muzzin | Vice President of PR, Advertising & Integrated Media | PIER 39  
[sue@pier39.com](mailto:sue@pier39.com) | 415.705.5500

From amazing views and a sea of sea lions to chowder bread bowls and California wines, a visit to San Francisco starts at PIER 39! PIER 39—the most visited destination in San Francisco—offers two levels of dining, entertainment, shopping and attractions, all surrounded by unbeatable views of the city and the Bay. Located along the historic San Francisco Waterfront, PIER 39's location provides the picture-perfect backdrop for postcard views of the Golden Gate and Bay Bridges, Alcatraz and Angel Islands, and the famous city skyline. Be treated to an unforgettable San Francisco experience and learn why a visit to San Francisco starts at The PIER.

PIER 39 is located on The Embarcadero at Beach Street, a few blocks east from Fisherman's Wharf. Parking is conveniently available in the PIER 39 Parking Garage located directly across from the Entrance Plaza.

### **Mailing Address**

PIER 39  
P.O. Box 193730  
San Francisco, CA 94119-3730

Phone: 415.705.5500  
[publicrelations@pier39.com](mailto:publicrelations@pier39.com)

### **Physical Address**

PIER 39  
Beach Street & The Embarcadero  
Stairwell 2, Level 3  
San Francisco, CA 94133

## **Ownership**

PIER 39 Limited Partnership

## **Environmental Programs and Awards Garnered by PIER 39**

PIER 39 is committed to the preservation and conservation of the San Francisco Bay's natural environment by encouraging, creating and supporting ecological education, responsible consumption, development of renewable energy sources and addressing environmental issues. PIER 39's recycling efforts help divert more than six million pounds of waste material from local landfills each year. Along with cardboard, mixed paper, plastic, glass and aluminum, PIER 39 offers an organic/wet garbage composting program for its full-service restaurants, resulting in more than two million pounds of food waste recycled annually. PIER 39 also recycles 100 percent of its landscaping waste. A portion of this recycled waste is returned as fully composted material and incorporated back into the soil. In recognition for its outstanding, wide-range recycling efforts, PIER 39 has received numerous awards, including the State of California's Waste Reduction Program (WRAP) Award almost every year. PIER 39 was also the first organization in the country to receive ISO 9001-2015 certification.



### **Specialty Shopping**

With more than 50 specialty shops located throughout two levels of PIER 39, visitors are treated to a memorable shopping experience like none other in San Francisco. There is a variety of merchandise suitable for everyone that includes gifts, collectibles, body care, apparel, accessories, jewelry, games and more.

### **Special Offers**

Guests are encouraged to visit [pier39.com](http://pier39.com) and download a coupon redeemable for a free PIER 39 Fun Pack. The Fun Pack contains discounts at participating restaurants, shops and attractions on The PIER, as well as one hour of free parking in the PIER 39 Parking Garage. Bring the coupon to the California Welcome Center on Level 2 at PIER 39 to receive your free Fun Pack.

Additionally, Northern California residents are invited to join PIER 39's free "locals only" discount program, Local Advantage, and receive exclusive savings at participating PIER 39 businesses throughout the year. Visit [pier39.com/LocalAdvantage](http://pier39.com/LocalAdvantage) to download your coupons today.

PIER 39 is also part of the AAA Show Your Card and Save Program. AAA members, can receive 20% off at participating restaurants, a free PIER 39 Fun Pack with one hour of free parking in the PIER 39 Parking Garage and other special offers. Show your AAA card at the California Welcome Center on Level 2 at PIER 39 to redeem this offer.

### **Delectable Dining**

PIER 39 is known for serving up some of the freshest and most delicious San Francisco dishes. With 14 full-service restaurants (soon to be 15 with the addition of Whalburgers in 2019), you can enjoy an array of global cuisines, as well as San Francisco classics like clam chowder in a sourdough bread bowl and fresh seafood. Validations for the PIER 39 Parking Garage are available for guests who dine at participating full-service PIER 39 restaurants. Visit [pier39.com](http://pier39.com) for more information.

Bubba Gump Shrimp Co. Restaurant & Market • Chart House • Crab House • Eagle Café • Fog Harbor Fish House  
Hana Zen Japanese Grill • Hard Rock Café • Luau Lounge Tiki Bar • Luigi's Pizzeria • Mango's Taqueria & Cantina  
Pier Market Seafood Restaurant • Players Sports Grill & Arcade • Swiss Louis Italian & Seafood Restaurant  
Wipeout Bar & Grill • Wahlburgers (2019)

### **Endless Entertainment**

PIER 39 features a multitude of fun-filled attractions for all ages:

7D Experience • ACsailingSF • Adventure Cat Sailing Charters • Aquarium of the Bay • Bay Voyager  
Blazing Saddles Bike Rentals & Tours • Blue & Gold Fleet Bay Cruises • Caricatures • City Sightseeing  
Frequent Flyers • Live Music • Magowan's Infinite Mirror Maze • Musical Stairs • Players Sports Grill & Arcade  
RocketBoat • San Francisco Carousel • San Francisco Whale Tours • Sea Lion Center • Sea Lions  
SOLVE IT! Think out of the Box Play Area • Street Performers • Wine Tasting on the Bay



## Splashy Sea Lions

The sea lions that camp out in PIER 39's West Marina have been an international sensation for more than 25 years. A few California sea lions began "hauling out" in PIER 39's West Marina shortly after the 1989 San Francisco Loma Prieta earthquake. The boisterous barking pinnipeds started arriving in droves and took over K-Dock in January 1990. At first, they numbered from 10-50, but due to a plentiful herring supply, the available dock space and protective environment, the population soon grew to more than 300 within a couple of months.

The Marine Mammal Center, an organization devoted to the rescue and rehabilitation of marine mammals and the study of these animals' health, advised PIER 39 that the sea lions should be allowed to stay. As a result, The Marine Mammal Center and PIER 39 have worked together for the last two decades to ensure the health and well-being of PIER 39's sea lion population. An educational program was also developed to educate visitors and school groups about these marine mammals.

In November 2009, a record number of sea lions were counted on K-Dock (1,701 to be exact!), but later that same month, their numbers quickly dwindled. By December 2009, only a handful of sea lions were hauled out on K-Dock. Researchers at The Marine Mammal Center attributed their departure to a shift in their food source that caused the population to travel to other regions in their normal range including the Oregon Coast to feed. However, the California sea lions slowly began migrating back to PIER 39, much to the delight of locals and tourists who gather from all over the world to watch the playful mammals.

You can watch the sea lions from wherever you are around the world! Visit the Sea Lion section on [pier39.com](http://pier39.com) to check out the Sea Lion Webcam.

## Historical Milestones

**August 1977** – PIER 39 breaks ground. Authentic 1910 wood from Piers 34 and 3 are used to erect the new structure.

**October 1978** – PIER 39 opens on schedule to fanfare in San Francisco. Originally, PIER 39 had 50 stores, 23 restaurants, a diving pool and street performers.

**May 1979** – Blue & Gold Fleet launches its first Bay Cruise.

**August 1981** – Moor + South acquires property, forming the PIER 39 Limited Partnership.

**May 1983** – Diving pool at Bay End of The PIER replaced with Venetian Carousel from inside Palace of Fun Arts.

**January 1989** – PIER 39 is named the third most-visited attraction in the country by *USA Today*.

**January 1990** – California sea lions begin arriving in droves on PIER 39's K Dock, creating a local and international sensation. To date, the population has grown as high as 1,701.

**April 1996** – Underwater World (now Aquarium of the Bay) opens to the public.

**October 1996** – Bubba Gump Shrimp Co. Restaurant & Market opens at PIER 39.



**July 1998** – PIER 39 is named "Best Place to People Watch (San Francisco)" and "Best Video Games Arcade" as voted by the *San Francisco Chronicle's* Readers' Choice competition.

**July 1999** – PIER 39 is named "Best Place to People Watch (San Francisco)" as voted by the *San Francisco Chronicle's* Readers' Choice competition.

**May 2002** – Riptide Arcade family entertainment center (now Players Sports Grill & Arcade) opens with more than 100 video games, virtual reality units, novelty and prize redemption games.

**August 2002** – Hard Rock Cafe opens.

**October 2003** – PIER 39 celebrates its 25th Anniversary on San Francisco's historic waterfront.

**December 2008** – Arrival of the new, two-story San Francisco Carousel. The Carousel was hand-crafted in Italy and featured paintings of famous San Francisco landmarks.

**May 2009** – Blue & Gold Fleet officially debuts RocketBoat, the high-speed thrill ride on San Francisco Bay.

**July 2009** – Riptide Arcade is remodeled into an arcade and restaurant, and renamed Players Sports Grill & Arcade.

**November 2009** – A record 1,701 Sea Lions haul out on PIER 39's K-Dock. Six new floats are added to accommodate the sudden influx of these marine mammals. San Francisco Whale Tours also joins the PIER 39 Marina.

**January 2010** – Aquarium of the Bay obtains non-profit status after it is acquired by The Bay Institute.

**May 2011** – PIER 39 is ranked most-visited attraction in San Francisco by San Francisco Travel Association's 2010 Visitor Profile Study.

**October 2012** – 7D Experience – a simulated roller coaster and laser blaster attraction – opens at PIER 39.

**June 2013** – Musical Stairs by Remo Saraceni, creator of the famous piano from the Tom Hanks movie *Big*, are installed at PIER 39.

**October 2013** – PIER 39 celebrates its 35th Anniversary on San Francisco's historic waterfront.

**January 2014** – The Sea Lion Center, owned and operated by Aquarium of the Bay, opens at PIER 39. The Sea Lion Center is a free interpretative learning center focusing on the California sea lion.

**July 2014** – PIER 39 unveils *Open Heart*—part of San Francisco General Hospital Foundation's 2014 "Hearts in San Francisco" collection—at the Bay End of The PIER.

**January 2015** – PIER 39 celebrates the 25th Anniversary of the sea lions' arrival to PIER 39.

**April 2015** – PIER 39 once again ranked most-visited attraction in San Francisco by San Francisco Travel Association's 2014 Visitor Profile Study.

**October 2017** – PIER 39 celebrates its 39th Anniversary on the San Francisco Waterfront.



**March 2018** - PIER 39 once again ranked most-visited attraction in San Francisco by San Francisco Travel Association's 2017 Visitor Profile Study.

**June 2018** - The "Skip The Straw" Campaign launches at all restaurants and eateries on PIER 39.

**July 2018** - PIER 39 partners with Alipay to create a seamless payment experience for Chinese visitors on The PIER.

**September 2018** – PIER 39 named a Legacy Business by the City of San Francisco.

**January 2019** - The Flyer - San Francisco, an immersive flying theater attraction, opens at PIER 39.

### **PIER 39's 2019 Calendar of Events**

#### **29th Anniversary of the Sea Lions' Arrival to PIER 39**

January 19 - 20, 2019

PIER 39 celebrates the 29th anniversary of the sea lions' arrival to PIER 39 with free Sea Lion Encounter Walking Tours, discounts at participating businesses and more.

#### **Tulipmania at PIER 39**

February 9 – 18, 2019

PIER 39 is bursting with flower power as more than 39,000 blooming tulips and seasonal garden favorites come to life during Tulipmania. Enjoy the flowers' beauty and learn helpful gardening tips by taking free guided tours led by The PIER's Landscaping Team. Self-guided tours can also be taken any time during Tulipmania and are available at [pier39.com](http://pier39.com).

#### **4th of July Celebration**

July 4, 2019

Witness the skies sparkle red, white and blue as PIER 39 celebrates Independence Day with fun for the whole family on Thursday, July 4. Rock out to live music in the PIER 39 Entrance Plaza before looking to the sky for The City & County of San Francisco's spectacular fireworks display at 9:30pm.

#### **Fleet Week Celebration at PIER 39**

October 6 - 14, 2019

Fleet Week is the Bay Area's opportunity to pay tribute to the men and women of our Nation's Armed Forces. This spectacular event features a parade of ships, ship tours and an impressive air show that includes the Blue Angels. PIER 39 joins the celebration with live entertainment from local and military bands, interactive exhibits, military vehicles and displays, and more.