



FOR IMMEDIATE RELEASE

Contact: Sue Muzzin
415-299-8186
sue@pier39.com

PIER 39 Celebrates the 35th Anniversary of the Sea Lions' Arrival

SAN FRANCISCO – (January 17, 2025) – It was a dark and difficult time for San Francisco in the months following October 1989. The community was focused on getting themselves back on their feet after the Loma Prieta earthquake rocked the Bay Area. Then something extraordinary occurred: California Sea Lions began arriving in PIER 39's Marina.

They came sparingly at first, but soon began arriving in droves, quickly reaching more than 500 in January 1990. With a protected environment and a plentiful supply of food from the Bay, the sea lions quickly decided to make PIER 39's K-Dock their new home. The Marina Staff turned to The Marine Mammal Center for advice about their new slippery tenants. After much debate and research, the experts from The Marine Mammal Center recommended that the sea lions be allowed to stay.

The boisterous barking pinnipeds were a bright spot, and made local, national and international headlines. It was truly a phenomenon that brought a lot of joy to many. Fast forward 35 years and these wonderful mammals continue to delight millions of guests annually.

Visit <https://www.pier39.com/sealions/> and see the California Sea Lions Live.

#

PIER 39 is a 45-acre waterfront complex that is a gathering place for San Francisco locals and visitors each year. 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.