



Aquarium of the Bay

an institution of bay.org/bayecotarium

2017 Press Kit



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About Aquarium of the Bay



Building Exterior
Photo by Lauren Jauco



Experience the wonder of San Francisco Bay at Aquarium of the Bay, where thousands of local aquatic animals are waiting to greet you. The only Smithsonian Affiliated aquarium in California, Aquarium of the Bay provides an unmatched window to the Bay's amazing marine life. Located at the world-famous PIER 39 and on San Francisco's iconic waterfront, the aquarium has 750,000 gallons of water within its galleries and is home to over 20,000 animals, including sevengill sharks, bat rays, jellies, river otters, and more. Much of the Aquarium's marine life can be seen through its magnificent,

300-foot long crystal clear acrylic tunnels, offering an unparalleled view to thousands of fish and other animals. Guests are also treated to a hands-on experience in the Touch the Bay gallery, where they can touch sharks, bat rays, sea stars, and anemones; and no trip to Aquarium of the Bay would be complete without a visit to the North American River Otter gallery, where frisky river otters romp, swim, sleep, and play.

An institution of Bay Ecotarium, Aquarium of the Bay's mission is to protect, restore, and inspire conservation of San Francisco Bay and its watershed, from the Sierra to the Sea. With a focus on education and conservation, Aquarium of the Bay is the only aquarium dedicated to the diverse marine life and distinctive ecosystems of San Francisco Bay and its watershed.

bay.org dba as Bay Ecotarium is Northern California's largest watershed conservation group and the voice for the water of San Francisco Bay. A not-for-profit, Bay Ecotarium's mission is to protect, restore, and inspire conservation of San Francisco Bay and its watershed, from the Sierra to the Sea. Bay Ecotarium's six unique institutions speak not just for the ocean, but for the delta, rivers, wetlands, and all the wildlife that call this place home.

Through its six institutions, Bay Ecotarium works to motivate Bay Area residents, influencers, politicians, businesses, and out of town visitors to become agents of change for a healthy, thriving ecosystem.



Aquarium of the Bay

Located on San Francisco's scenic waterfront, Aquarium of the Bay provides 500,000 guests a year with unforgettable encounters with over 20,000 local marine animals that inspire both wonder and conservation.



The Bay Institute

The Bay Institute's scientists and conservationists develop and lead model scientific research, education, and advocacy programs that have a major impact on improving the health of the San Francisco Bay watershed.



Sea Lion Center

The Sea Lion Center provides free interpretive presentations by trained Naturalists, educating the 11 million visitors to PIER 39, both local and out-of-towners, about one of San Francisco's most iconic wildlife species: the California sea lions that grace the piers along the City's waterfront.



EcoCenter at Heron's Head Park

This landmark off-the-grid environmental education center is a living classroom dedicated to environmental justice, green buildings, and making better use of Earth's resources to foster healthy people, ecosystems, and economies.



Bay Model Alliance

The Bay Model Alliance is a partnership between the Bay Model Visitor Center and bay.org. The Bay Model is the only working hydraulic model of the San Francisco Bay and Sacramento-San Joaquin River Delta System.



Bay Academy

The Bay Academy is tasked with consolidating and archiving all Bay Institute and educational publications, citations and editorials into a cohesive database and assess the scope of publishing the Bay Eco Series Hard Cover and e-Books. In addition, the Academy is engaged in planning, developing and designing curriculum based e-learning modules for both teachers and students.

Aquarium of the Bay's exhibit space is organized as a series of experiences that invites visitors to discover the wonder of San Francisco Bay. The Aquarium features four main exhibit areas for guests to explore.



DISCOVER THE BAY

Discover the Bay introduces visitors to San Francisco Bay.

This gallery highlights animals that are commonly found closest to the shore and near San Francisco's docks where fish tend to be juvenile and smaller. Here, guests will find green moray eels, wolf eels, juvenile swell sharks, and the bright orange garibaldi, the marine state fish of California. Guests can also learn about some of the critical issues facing San Francisco Bay in this gallery, including marine debris and Marine Protected Areas.



UNDER THE BAY

Under the Bay is the Aquarium's largest and most iconic exhibit area, featuring two massive tunnels that total 300-feet, holding more than 700,000-gallons of carefully maintained water from San Francisco Bay, and are home to more than 200 species of animals.

Go With The Flow

When visitors first enter Under the Bay, they step into "Go With the Flow," a tranquil environment featuring various species of mesmerizing jellies.



Nearshore Tunnel

Much of San Francisco Bay is 15-20 feet deep. The first tunnel, called the Nearshore Tunnel, represents animals found in these depths such as giant sea bass, a rainbow of colored rockfish, swirling schools of anchovies, and many more species.

Offshore Tunnel

The Offshore Tunnel represents animals from the deeper waters of San Francisco Bay, where guests will find bat rays, skates, sturgeons, and multiple species of sharks, including the Bay's largest predator, the sevengill shark.





TOUCH THE BAY

Touch the Bay offers a hands-on tactile experience for Aquarium visitors.

Touchpools

Guests can touch juvenile bat rays, skates, and even sharks in the exhibit's large touchpool. A second touchpool that resembles California's rocky coastline enables guests to gently graze over sea stars, sea anemones, and sea cucumbers.



Bay Lab

The Bay Lab features land-dwelling animals serving as ambassadors for climates around the world. Through hands-on presentations and activities, the Bay Lab demonstrates the effects of climate change on these animals and their natural habitat.



RIVER OTTERS: WATERSHED AMBASSADORS

The Aquarium's fourth gallery lets guests encounter the amusing antics of its furriest residents: river otters.

Featuring North American river otters romping, swimming, sleeping, and playing in a serene environment that combines land and water habitats, guests can learn all about these adorable animals during special presentations, feedings, and trainings led by Aquarium biologists. This gallery helps to teach the public about the importance of the health and conservation of the rivers, streams, and other watersheds that flow into the Bay.



Aquarium of the Bay Fact Sheet



Overview:

Aquarium of the Bay, located at the world-famous PIER 39, is the only aquarium dedicated to the diverse marine life and distinctive ecosystems of San Francisco Bay. Aquarium of the Bay is home to over 20,000 animals that can be found in San Francisco Bay and along the California coast. With more than 500,000 visitors annually, Aquarium of the Bay provides an unmatched window to the Bay's amazing marine life.

Mission:

Aquarium of the Bay is an institution of bay.org/Bay Ecotarium, a not-for-profit with a mission to protect, restore, and inspire conservation of San Francisco Bay and its watershed, from the Sierra to the Sea.

Location: The Embarcadero at Beach Street, San Francisco, CA 94133

Website: www.aquariumofthebay.org

Facebook: <http://www.facebook.com/AquariumOfTheBay>

Twitter: <http://www.twitter.com/AquariumOfTheBay>

Instagram: <http://www.instagram.com/aquariumofthebay/>

Smithsonian Affiliation:

Aquarium of the Bay is an official Smithsonian Affiliate. This prestigious designation makes the aquarium only one of three institutions in San Francisco and the only aquarium in the state of California to be honored as an affiliate. Smithsonian Affiliations is a national outreach program of the Smithsonian Institution dedicated to the increase and diffusion of knowledge.

Accreditation:

Aquarium of the Bay is accredited by the Association of Zoos and Aquariums (AZA). This difficult-to-achieve accreditation is an industry indicator that Aquarium of the Bay has met AZA's rigorous standards for animal management and care, including living environments, social groupings, health, and nutrition for the animals.

Green Certification:

Aquarium of the Bay has been a Certified San Francisco Green Business since April 2005. Aquarium of the Bay continues to be a leader in sustainability, and is one of the first organizations ever to be certified as a "green business" in San Francisco.



Aquarium of the Bay Fact Sheet

Animal Care Programs:

In addition to caring for the Aquarium's 20,000+ animals, Aquarium of the Bay's animal care staff conduct and consult on various research projects to learn more about the animals that call the Bay home.



- Aquarium of the Bay has maintained a moon jelly culture since 1998, with all moon jellies born and raised on site. The moon jellies can be seen in the Behind-the-Scenes Tour in multiple stages of life, from microscopic polyps to the full-grown jellies seen on exhibit.
- Aquarium of the Bay has developed a program to rescue live octopuses. Each year, local crab fishermen will catch octopuses in their crabbing nets. While many crabbers will kill any octopus they catch, Aquarium of the Bay will take the octopuses as donations, where they can live a predator-free life.
- Aquarium of the Bay is the first institute in the US to successfully breed healthy Pacific angel sharks. Since their birth, Aquarium biologists have monitored and studied their growth behind-the-scenes, publishing several papers and presenting at numerous conferences pertaining to the best practices for the care of angel sharks. One of these sharks is still living in the Aquarium's Under the Bay gallery.

Special Tours:

Behind-the-Scenes Tour - Get an exclusive sneak peak at what goes on behind the scenes at Aquarium of the Bay, where guests can traverse the catwalk above the tanks, learn about dive operations, and discover the extensive process of how the Aquarium cares for 20,000 marine animals on a daily basis. *Behind-the-Scenes Tours occur daily at 1 p.m., and on weekends at 1 p.m. and 4 p.m. Children must be 5 or older to participate on this tour. Cost: \$15 per person.*

Feed-the-Sharks Tour - Become Aquarium insiders with Aquarium of the Bay's Feed-the-Sharks Tour and feed sharks, rays, skates, and other fishes in the Aquarium's 350,000-gallon Offshore Tunnel exhibit. Tour goers will get a taste of what it's like to be a marine biologist by testing the pH and oxygen levels of the Aquarium's water. Stroll the catwalk over the Aquarium's tunnels and sneak a peek at off-exhibit areas, such as the baby jellies nursery, the skate grow-out and holding space, and other Animal Care work areas. *Feed-the-Sharks Tours are every Tuesday, Thursday, and Sunday at 2:30 p.m. Children on this tour must be 8 or older. Cost: \$25 per person.*

Aquarium of the Bay Fact Sheet



Educational Outreach:

Aquarium of the Bay puts a strong emphasis on education, providing free education programs to students from around the Bay Area. The Aquarium's education programs have grown to serve more than 25,000 Bay Area school kids and teachers each year. Since opening, Aquarium of the Bay has hosted free educational activities for more than 217,500 local students and teachers.



Aquarium of the Bay's programs allow K-12 students to discover the amazing world of San Francisco Bay through hands-on exploration experiences, scientific activities, and inquiry-based learning. All programs are aligned to the California State Science Standards and Next Generation Science Standards, and include developmentally appropriate, accessible, STEM, and conservation activities.

Additionally, the Aquarium proactively educates the public about the importance of conserving the Bay's rich marine life. Each year, Aquarium of the Bay provides important, science-based information about conservation to more than 400,000 visitors from around the world through up-close animal encounters and educational exhibits.



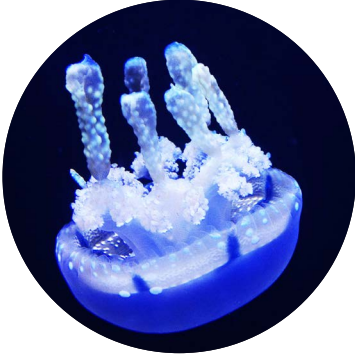
How Your Visit Helps:

Aquarium of the Bay ticket sales help fund the Aquarium's mission to protect, restore, and inspire conservation of San Francisco Bay and its watershed, from the Sierra to the sea. By purchasing a ticket to Aquarium of the Bay, guests are making a contribution towards:

- Providing free science and nature programs for over 25,000 Bay Area students each year.
- Funding coastal cleanups around San Francisco to keep our streets, Bay, and ocean healthy and clean.
- Helping biologists research, collect data, and conduct analysis on local species.
- Feeding and providing top-notch animal care for over 20,000 animals at Aquarium of the Bay.



Aquarium of the Bay Fun Facts



- Our tanks are designed to replicate the habitat in the Bay, including water temperature, which is approximately 55 degrees Fahrenheit (12.7 °C).

- All of Aquarium of the Bay's animals are fed human-quality sustainable seafood.

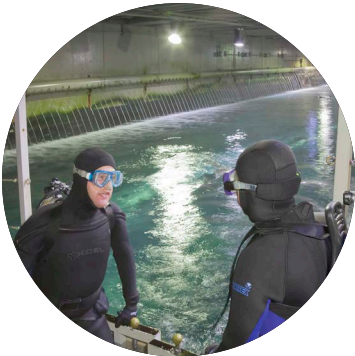
- It takes about 50,000 pounds of food to feed our animals each year.



- Aquarium of the Bay is home to over 200 species and over 28,000 animals found in San Francisco Bay or along the California coast.

- Every week, 27 volunteers scuba dive into our tanks to keep them clean and feed our animals.

- There are 700,700 gallons of water in the Aquarium's tunnels. That's equal to just under 2.7 million liters.



- Approximately 16,000-20,000 gallons of water are re-circulated into our tunnels directly from the Bay each day.

- The water in the Aquarium goes through 3 rounds of filtration before flowing into our tanks, including sand, ozone, and bacteria.



- Aquarium of the Bay has an in-house research lab that is used for water quality testing ensure that the water is suitable for the animals living in the Aquarium.

- The animals that live at Aquarium of the Bay act as ambassadors to help us teach about climate change and other threats facing animals in the wild.

Sustainability at Aquarium of the Bay



Aquarium of the Bay is dedicated to creating experiences that inspire both locals and visitors alike to engage in the conservation of San Francisco Bay and the broader marine environment. With sustainability at the core of our mission, it is important to us to reduce our carbon footprint and continue to find ways to improve on green initiatives.

Key Sustainability Programs:

Waste Diversion

- 80% diversion rate and mandatory composting of food waste and fish waste.
- Separation of recyclable waste that is not accepted by city programs, responsibly disposing of all batteries, light bulbs, paint, and e-waste.

Water Conservation

- Use of low-flow fixtures and screens throughout the building.

Energy Conservation

- Use of energy efficient lighting and motion-activated timers throughout the building.

Pollution prevention

- No plastic bags or bottles are used in our facility.
- Minimization of the use of products that generate hazardous waste.
- 90% of housekeeping products are sustainable.

Education

- Education programs at Aquarium of the Bay incorporate strong conservation and sustainability messages. Aquarium of the Bay educates the public about the importance of sustainability through daily presentations, free field trips for local students, teacher workshops, and more.

San Francisco Bay Area Sustainable Seafood Alliance

- Aquarium of the Bay is both a founder and a leader of the San Francisco Bay Area Sustainable Seafood Alliance. Aquarium of the Bay is committed to educating our guests about sustainable seafood and the impact of personal choice. Throughout the year, we partner with Monterey Bay Aquarium, California Academy of Sciences, San Francisco Zoo, and The Marine Mammal Center to promote and enhance the sustainable seafood movement throughout the Bay Area.



2017 Featured Events



Martin Luther King, Jr. Day Beach Cleanup

January 14, 2017 | 10 am-1 pm

In celebration of Martin Luther King, Jr. National Day of Service, Aquarium of the Bay is hosting a beach cleanup at Aquatic Park to keep everyday items – like straws, wrappers, and cigarette butts – from harming our ecosystems.

Science Bites!

April 8-23, 2017

Become a scientist and get hands-on with experiments and activities as you discover the Bay's top predators.



Earth Day Beach Cleanup

April 22, 2017 | 10 am-1 pm

Join us for Earth Day at Aquatic Park as we clean up our shorelines and keep trash out of the Bay.

Mother's Day

May 14, 2017

Celebrate the moms of the Bay with your mom on Mother's Day by joining us for special Moms of the Bay presentations throughout the day.



Turtle Week

May 20-23, 2017

Share your love of the ocean between August 5th and 12th at the Aquarium where you will learn about bay creatures and how to better protect the ocean.

World Ocean's Week (WOW!)

June 3-11, 2017

Find out what makes the ocean so special and how we can all do our part to keep it that way as we celebrate World Ocean's Day for a whole week!



World Ocean's Day Beach Cleanup

June 10, 2017 | 10 am-1 pm

Show some love for the ocean and join us at Aquatic Park for our annual World Ocean's Day Beach Cleanup.



Father's Day

June 18, 2017

Learn all about the dads and babies of the Bay with your dad this Father's Day during special Dads of the Bay presentations throughout the day.

Shark Week

July 29, 2017

Celebrate these jaw-dropping animals with a full lineup of special events including hands-on activities, presentations, feedings, and more.



Summer of Love

August 5-12, 2017

Share your love of the ocean between August 5th and 12th at the Aquarium where you will learn about bay creatures and how to better protect the ocean.

Coastal Cleanup Day

September 16, 2017 | 10 am-1 pm

Join us for California's biggest volunteer event. We'll be at Aquatic Park doing our part to keep the beach and Bay clean.



Halloween

October 27-31, 2017

Celebrate the creepy creatures and freaky fish of the Bay with fun activities and presentations, including underwater pumpkin carving and squid dissections.

Thanksgiving Giving

November 13-22, 2017

Get to know your amazing aquatic neighbors while helping those in need in our human community during Aquarium of the Bay's annual Thanksgiving Giving.



River Otter Snow Days

December | Dates To Be Announced

There's snow in the forecast at Aquarium of the Bay! Join us as our river otters romp and roll in a winter white wonderland as we add over 1,000 pounds of snow to our river otter habitat.

CONTACT

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