



Pacific Marine Mammal Center
20612 Laguna Canyon Road
Laguna Beach, CA 92651
949.494.3050(p)
949.494.2802(f)
www.pacificmmc.org
msciacca@pacificmmc.org

FOR IMMEDIATE RELEASE

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Pacific Marine Mammal Center is awarded \$5,000 challenge grant from Hearts of Montage

Laguna Beach, CA – September 15, 2010 – Pacific Marine Mammal Center (PMMC) announced today that they are the proud recipients of a \$5,000 challenge grant awarded by Hearts of Montage.

The challenge grant funds will be matched dollar-for-dollar with funds donated to PMMC through their animal sponsorship program, which allows participants to sponsor the rehabilitation costs of an actual patient at the Center. The sponsors will receive bi-weekly updates on their animal, visiting rights at the Center, and an invitation to see the wonderful return of their animal to the ocean! Many of the releases will take place at Treasure Island Beach in front of Montage.

“We are so grateful to the Hearts of Montage for their support of our Center over the last 3 years, and are excited to see the relationship continue to grow. It is inspiring and encouraging to work with a group of individuals that are so dedicated to the environment and to supporting their community as a whole,” says Melissa Sciacca, Director of Development for PMMC.

Christ Loidolt of Hearts of Montage further comments, “We are delighted to partner with PMMC, an organization whose mission and values dovetail with ours. Visitors to the sea lion releases have been amazed to witness such a unique and heart-warming sight, and many have become stewards of the marine environment as a result of their experiences. The PMMC staff members have continued to enrich lives—both marine and human!” Hearts of Montage has been supporting PMMC since 2007, and has donated time, financial assistance and auction items to the organization.

About Pacific Marine Mammal Center:

Established in 1971 as Friends of the Sea Lion, Pacific Marine Mammal Center is among the forerunners in marine mammal rehabilitation science. The Center’s founding preceded the institution of the Marine Mammal Protection Act by one year. The first organization of its kind in the state of California, PMMC shares the responsibility for the rescue and

rehabilitation of marine mammals on California's coastline with only five other organizations. PMMC is the designated holding facility for stranded cetaceans in Orange and Los Angeles Counties. Pacific Marine Mammal Center is a non-profit organization with a mission to rescue, medically treat, and rehabilitate pinnipeds and cetaceans that strand along the Orange County coastline due to injury or illness; to release healthy marine mammals back to their natural habitat; and to increase public awareness of the marine environment through education and research.

About Hearts of Montage: Established in 2003, Hearts of Montage is a community outreach organization founded and led by Montage employees who volunteer time, expertise and financial assistance to organizations that help empower people and causes in need. In addition to PMMC, Hearts of Montage supports many local non-profit organizations including Boys and Girls Club, Laguna Beach Community Clinic, SchoolPower, Ocean Institute, Susi Q Senior Center, Friendship Shelter, and Laguna Relief and Resource Center. Hearts of Montage was awarded the 2009 Spirit of Laguna Award by the Chamber of Commerce.

Pacific Marine Mammal Center is located at 20612 Laguna Canyon Road. The Center and gift shop are open to the public from 10:00 a.m. to 4:00 p.m. daily. For more information about Pacific Marine Mammal Center, please contact Melissa Sciacca at 949.494.3050 or visit Pacific Marine Mammal Center on the web at www.pacificmmc.org.

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