



Farallones Marine Sanctuary Association

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PRESS RELEASE

Sherman's Lagoon's Jim Toomey to Appear at Farallones SharktoberFest 2010

SAN FRANCISCO – September 29, 2010. As the white shark “fleet” rolls into the Farallones marine sanctuary, on dry land **SharktoberFest** launches with celebrations and programs in honor of sharks and sea life conservation. These are projects of the non-profit marine life conservation groups Sea Stewards and Farallones Marine Sanctuary Association, as well as NOAA's Gulf of the Farallones National Marine Sanctuary. SharktoberFest began as a component of OceanFest, a Farallones Marine Sanctuary Fleet Week event. It is now a larger event, with celebration locations around the Bay Area.

On Thursday, October 14th experience SharkLife at Nightlife, at the California Academy of Sciences. Party with the sharks and other ocean creatures. Enjoy live music, a new shark film preview, and a talk by a renowned Bay Area shark expert about sharks of Gulf of the Farallones National Marine Sanctuary and San Francisco Bay. Meet Jon Kathrain, a local white shark survivor, writer, surfer, and shark advocate. Learn about Sea Stewards' shark conservation efforts, and experience the watery wonders of Steinhart Aquarium after dark. Event is 6:00-10:00pm, with the last entry at 9:00pm. Visit <http://www.calacademy.org/events/?e=460&d=21&m=10&y=2010> or call 415/ 379-8000.

On Saturday, October 23, Cartoonist Jim Toomey, creator of Sherman's Lagoon, will direct the creation of a shark mural at the headquarters of Gulf of the Farallones National Marine Sanctuary at Crissy Field Beach in the Presidio. Families can participate in a special shark program, including activities like Make-A-Shark (lifesize!), shark printmaking, a Farallones shark film short, shark face painting, and shark sandcastles, the Sharkmobile, and helping to paint a sharkey mural with artist Jim Toomey. Suggested donation is \$10/ child, \$12/ adult. Space is limited, and pre-registration is required. Contact Pete Winch, 415/ 425-6450, pwinch@farallones.org.

On Saturday October 23rd evening, join other shark-fictionados for a Bay cruise with live music and sustainable edibles and potables. Proceed benefit the non-profit Seas Stewards. Details at www.seastewards.org. Several other SharktoberFest celebrations and cruises are also scheduled. See www.seastewards.org for more information.