



FOR IMMEDIATE RELEASE

Pacific Marine Mammal Center and Visit Laguna Beach Celebrating One Year Partnership

Laguna Beach, CA - May 7, 2024 - The Laguna Beach community is renowned for its spirit of collaboration and support, and the one-year milestone of the partnership between Pacific Marine Mammal Center (PMMC) and Visit Laguna Beach is a shining example of this. The collaboration began when Rachel O'Neill-Cusey, President & CEO of Visit Laguna Beach, toured PMMC and discovered an opportunity to support the center during its retail location closure due to The Next Wave major expansion.

Visit Laguna Beach aims to attract national and international overnight visitors to Laguna Beach, who will support local businesses, community events, and activities. Adding PMMC's retail shop into its space captured the synergy between the two organizations. Rachel O'Neill-Cusey, expressing her continued enthusiasm for the partnership, remarked, "Our collaboration with Pacific Marine Mammal Center embodies the spirit of community that defines Laguna Beach, and our dedication to the community."

Located at 381 Forest Avenue, Laguna Beach, CA, the Visit Laguna Beach Visitor's Center serves as a hub for both locals and visitors, offering insights into the town's vibrant culture and provides information on the latest happenings. The addition of a PMMC retail shop further enriches this experience, allowing patrons to support marine conservation efforts while exploring the beauty of Laguna Beach.



PMMC's retail location situated within Visit Laguna Beach

The Pacific Marine Mammal Center extends heartfelt gratitude to Visit Laguna Beach and its board members for their unwavering support throughout the partnership. Among them are Chair of the Board, Joanna Bear, General Manager of Surf & Sand Resort; Vice Chair, Kurt Bjorkman, Chief Operating Officer of The Ranch at Laguna Beach; Treasurer, Chris Wylie, Area General Manager of Casa Loma Beach Hotel & Laguna Beach House; Secretary & Founding Member, Karyn Philippsen, CMP, Owner of K.P. Company; Sharbie Higuchi, Director of Marketing, Public Relations & Merchandising, Festival of Arts/Pageant of the Masters; Debbie MacDonald, National Sales Manager of Corporate Events, Tommy Bahama; Armando Campos, Hotel Manager, Montage Laguna Beach; Mark Orgill, Council Member, City of Laguna Beach; Gavin Curran, Assistant City Manager, City of Laguna Beach, Advisory Member; Phelton Calhoun,

General Manager, La Casa Del Camino; Katie Cahill, General Manager, Hotel Joaquin; AnnaSophia Servin, Manager, Public Affairs, John Wayne Airport, Orange County and other esteemed members representing various facets of Laguna Beach's community.

Visit Laguna Beach Board Chair and General Manager of Surf & Sand Resort Laguna Beach, Joanna Bear, sees the benefit of marine education within the community firsthand, "We are proud of our partnership with PMMC, and know our guests enjoy learning more about marine conservation during their stay in Laguna Beach," Bear said.

The next time you're downtown, stop in. And remember, to tell them that their friends at PMMC sent you!

For more information, visit Laguna Beach at www.visitlagunabeach.com and Pacific Marine Mammal Center at www.pacificmmc.org or

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About the PMMC

The Pacific Marine Mammal Center rescues, rehabilitates and releases marine mammals and inspires ocean stewardship through research, education, and collaboration. The only center in Orange County, California, licensed to rescue, rehabilitate, and release marine mammals that strand on local beaches. PMMC is a non-profit 501 (c)(3) organization. Tax-ID #: 95-3680896

About Visit Laguna Beach:

Visit Laguna Beach serves as the official destination organization for Laguna Beach, California. With a mission to promote overnight visitors and foster community engagement, Visit Laguna Beach provides resources and information to enhance visitors' experiences and showcase the unique charm of this coastal paradise.