



2014 Endowment Challenge to benefit Seymour Marine Discovery Center

SANTA CRUZ, CA--UC Santa Cruz will add \$100,000 to a reserve fund for the campus's Seymour Marine Discovery Center if the Center meets an exciting new fundraising challenge—raise \$500,000 for the Seymour Marine Discovery Center endowment before September 30.

"The Seymour Center provides a rich learning experience for visitors of all ages," said UCSC Chancellor George Blumenthal. "The center showcases UCSC's world-class marine research, making it accessible to the public every day of the year. The more people learn about the ocean, the more willing they are to play an active role in protecting this precious resource."

Located at UCSC's Long Marine Laboratory, the Seymour Center operates on a largely self-supporting basis through user fees, such as admissions and gift shop sales; fundraising efforts from auctions to memorial gifts; and the payout from a small endowment. Each year, the Center must raise its operating budget, including all salaries and benefits.

"The annual payout from a strong endowment would help us sustain and ensure our ocean science programs. It would help us fill in the gap between the cost of operating, and that of our income and fundraising efforts, enabling us to continue to serve future generations," said Julie Barrett Heffington, the Center's director. The overall goal is to develop a \$3 million dollar endowment, and this challenge moves the Seymour Center closer to having a permanent stream of annual revenue that directly supports its conservation education programs, exhibits, and new initiatives.

Planned gift intentions supporting the endowment must be documented with UCSC prior to September 30, 2014 to qualify for the challenge. Planned gifts that have not previously been documented by the UCSC campus may be counted towards the \$500,000 goal.

The Seymour Marine Discovery Center serves nearly 70,000 visitors every year, offering hands-on immersion into the world of ocean exploration, discovery, and conservation. Visitors can touch a shark, explore the latest discoveries in ocean science, and take in the spectacular Monterey Bay, called the "Serengeti of the sea" for its incredible diversity of marine life. The center's exhibits and activities bring the adventures and explorations of marine science to life, educating people about the role scientific research plays in the understanding and conservation of the world's oceans.

S E Y M O U R



**Marine
Discovery
Center**
SANTA CRUZ

NEWS RELEASE

Open to the public seven days a week in the summer, and six days a week the rest of the year, the Seymour Marine Discovery Center is located at the end of Delaware Avenue in Santa Cruz. For more information, please contact the Seymour Center at (831) 459-3800 or visit the web site at seymourcenter.ucsc.edu.

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