



# NEWS RELEASE

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## **Living Coast Discovery Center Kicks Off *Naturally Wild* Seasonal Programming Series on Saturday, March 17**

*Includes new daily activities, animal encounters and special family-friendly events through Labor Day*

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**CHULA VISTA, CALIF. (March 9, 2018)** – The [Living Coast Discovery Center](#) will kick off a seasonal programming series, ***Naturally Wild***, on Saturday, March 17. The special programming will run throughout the spring and summer months with unique daily activities, hands-on exhibits and family-friendly events, offering guests an even richer wildlife experience at the zoo/aquarium on San Diego Bay.

*Naturally Wild* kicks off with two special events on its opening weekend:

- **“Water Wise” (March 17)** – Through a variety of interactive exhibits and activities, families will learn about the Sweetwater Watershed and how they can reduce water use and pollution in their daily lives, as well as enjoy up-close encounters with the local animals who rely on us to protect their precious water resources and habitats.
- **“Zoo Wild” (March 18 and March 24)** – In collaboration with Zovargo, this special program invites kids to discover a suit of armor, warm jacket of fur, and slimy coat that all serve the same purpose: protection. Guests will enjoy making new animal friends as well as fun, hands-on activities with some of the coolest looking animals in the zoo.

Additional upcoming *Naturally Wild* events include:

- **“Naturally Eggs-ited” (March 25, March 31 and April 1)** – An egg-themed springtime celebration for the whole family, including a sea turtle egg hunt, turtle nest activity and up-close encounters with some of the Living Coast’s own resident egg-layers.
- **“Go Green! Go Blue!” (April 21)** – A special Earth Day event dedicated to teaching visitors how to protect the earth’s natural resources. Guests will explore the Living Coast’s Native Pollinator Garden, help with native plantings, learn how to compost, and discover new ideas for water-conservation around the house.
- **“Race to End Extinction” (May 19)**– In celebration of Endangered Species Day, guests will have the opportunity to participate in a cleanup, engage in an interactive scavenger hunt, learn about local endangered plants and animals, and discover how they can help protect native animals, habitats, and waterways.

Every day from March 17 through September 3 (Labor Day), guests of the Living Coast will be treated to something new, including special animal encounters and feedings, family events, bird and nature walks, hands-on exhibits, presentations, preschool storytimes, hands-on activities, and more. These special events and experiences are all included with regular paid admission to the Living Coast. Guests should visit the Living Coast [website](#) or Facebook [events page](#) for the latest news and updates to help plan their day.

Sweetwater Authority has generously provided funding for “Water Wise,” “Go Green! Go Blue!” and “Race to End Extinction” as part of the agency’s Water Efficiency Education Program (WEEP).

“*Naturally Wild* is an opportunity for our guests to experience the Living Coast in a fresh, new way,” said Education and Guest Experience Manager Elizabeth Argyle. “We’re introducing something different each day, with a variety of larger events throughout the spring and summer months. There will be something for everyone, allowing people of all ages and interests to make their own personal connection with nature and wildlife.”

#### **About Living Coast Discovery Center**

The Living Coast Discovery Center, a zoo/aquarium formerly known as the Chula Vista Nature Center, opened on the San Diego Bay National Wildlife Refuge at Sweetwater Marsh in 1987. The facility was operated by the City of Chula Vista until late-2009, when it transitioned to a 501(c)3 nonprofit organization. In April 2012, it was re-branded as the Living Coast Discovery Center. Living Coast Discovery Center offers hands-on exhibits and up-close encounters with 350 plant and animal species native to Southern California coastal habitats. More information about the Living Coast Discovery Center is available at [www.thelivingcoast.org](http://www.thelivingcoast.org).

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