FOR IMMEDIATE RELEASE

Pacific Marine Mammal Center Partners with Vans and Wyland thanks to Vans "Foot the Bill" Initiative


Laguna Beach, CA Wednesday, April 29, 2020 - In an effort to assist small, independent businesses around the world during this unprecedented COVID-19 pandemic, Vans launched its "Foot the Bill" initiative earlier this month. Pacific Marine Mammal Center (PMMC) was selected as one of the 80 beneficiaries for the program. PMMC collaborated with local Laguna Beach artist, Wyland, who designed a custom PMMC shoe based off of his first "Whaling Wall" in Laguna Beach, originally created 38 years ago and led to the creation of 99 additional massive murals around the world. "The mysterious sea has inspired artists from the beginning of time." said Wyland.

Vans created its Foot the Bill program knowing that COVID-19 has had a devastating and crippling effect on everyone. "As the Vans 'Foot the Bill' initiative is focused on supporting small businesses during these tough times, I am proud to have the Pacific Marine Mammal Center participating through our Customs platform," said Steve Van Doren, son of Vans' founder and Vans' vice president of events and promotions. "With a shared passion for our oceans and commitment to look after it, we are excited to offer fans of the Pacific Marine Mammal Center the ability to design their own custom pair of Vans featuring the artwork of world-renounced WYLAND with net proceeds of each pair sold going directly to the organization."

Since the stay at home orders were established in mid-March, all PMMC education programs have been canceled or postponed and the facility has been closed to the public, causing a decrease in funds and donations. This project comes at a time when small business and non-profits need it the most, including PMMC. "The opportunity to not only be part of, but also the beneficiary, of this collaboration with two worldwide brands is more than we could have ever hoped for," said Peter Chang, Chief Executive Officer at PMMC. "The funds from this program are critical right now, and will go towards our efforts to maintain a positive cash flow for our day-to-day operations. We are thankful for Vans and Wyland and their continued leadership in social responsibility initiatives that have such a broad impact."

The program leverages the existing Vans Customs platform that allows patrons to further personalize their PMMC shoe to fit their own styles. Only 500 pairs of the limited edition PMMC shoe will be made. Net proceeds from the sale of each pair will go directly to PMMC during this time of need. You can order or check out the shoe here.
Customized PMMC and Wyland Vans shoe

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About Pacific Marine Mammal Center

The Pacific Marine Mammal Center rescues, rehabilitates and releases marine mammals and inspires ocean stewardship through research, education and collaboration. Pacific Marine Mammal Center is a non-profit 501(c)(3) organization. Our Tax-ID number is: 95-3680896

20612 Laguna Canyon Road | Laguna Beach, California, 92651 | (949) 494-3050

Media Contact PMMC: Krysta Higuchi

Title: Events and Public Relations Coordinator
Phone: (949) 494-3050
Email address: khiguchi@pacificmmc.org

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