



NEWS RELEASE  
For immediate release  
June 21, 2017

CONTACT:  
Sean Bogle  
[sean@wildlensinc.org](mailto:sean@wildlensinc.org)  
208 297 6536 ext.502

Matthew Podolsky  
[matthew@wildlensinc.org](mailto:matthew@wildlensinc.org)  
208 297 6536 ext.501

### **Conservation Media Non-Profit *Wild Lens* to host a City-Wide Event Celebrating the World's Most Endangered Marine Mammal**

BOISE, Idaho based non-profit media company Wild Lens, along with the Discovery Center of Idaho, the Mexican Consulate Office in Boise, JUMP and the Aquarium of Boise will be hosting a city-wide event on July 8th to celebrate International Save the Vaquita Day (ISVD). ISVD is an international event focused on the plight of the vaquita, a critically endangered species of porpoise found only in the Northern Gulf of California.

Wild Lens has been documenting this crisis for the past two years, and recently released a 30-minute documentary about the struggle to save the vaquita from extinction. The film, entitled *Souls of the Vermilion Sea*, premiered at Boise's own Les Bois Film Festival in March, and has since won awards at numerous international film festivals.

This year's ISVD event holds particular significance, as plans to capture the remaining vaquita and move them into captivity are currently underway. Fewer than 30 vaquitas remain in the Northern Gulf of California, where they are killed as by-catch in illegal nets put out for *totoaba* – an endangered fish whose swim bladder is highly valued in Asian medicine markets. The vaquita could be extinct within the next year, making it critically important to raise awareness and drive legislative action that could save the world's most endangered marine mammal.

- On the First Thursday before ISVD - July 6th from 5pm to 9pm - JUMP will host an ocean conservation themed chalk art exhibit, as well as a vaquita banner-making party. Attendees will have the opportunity to design their own vaquita banner for the ISVD march on July 8th.
- Screenings of the film *Souls of the Vermilion Sea* will begin at the Mexican Consulate office in Boise at 10am on July 8th. These screenings are open to the public, and will be presented by filmmakers Matthew Podolsky and Sean Bogle, along with representatives from the Mexican Consulate.
- At noon the public and press are invited to participate in a “vaquita march” through downtown Boise. Participants in the march will carry 23 life-sized images of the vaquita to represent the

approximate number of animals remaining in the wild. The march will begin at 12pm at the Idaho State Capital building.

- At 2pm the Discovery Center of Idaho will host a vaquita presentation and film screening with filmmakers Matthew and Sean, which will be broadcast via Facebook live. There will also be an educational display focused on the vaquita at the Discovery Center all day on July 8th.
- At 4pm a very special screening of *Souls of the Vermilion Sea* will take place at JUMP, followed by a panel discussion and Q&A with filmmakers Matthew and Sean. There will also be vaquita-themed activities and educational materials at JUMP all day on July 8th.
- Margaritas for Vaquitas at El Gallo Giro! Mexican restaurant El Gallo Giro will be offering happy hour priced margaritas all day at their downtown location on July 8th, and will be donating 10% of all that day's proceeds to vaquita conservation.

**View the film trailer here:** [vimeo.com/wildlens/vermilionsea](https://vimeo.com/wildlens/vermilionsea)

**View our Public Service Announcement about the vaquita here:** [vimeo.com/wildlens/vaquitaPSA](https://vimeo.com/wildlens/vaquitaPSA)

**To learn more about the documentary *Souls of the Vermilion Sea* visit:** [vaquitafilm.com](http://vaquitafilm.com)

**To learn more about International Save the Vaquita Day visit:** [vivavaquita.org](http://vivavaquita.org)