



PRIVATE OCEAN ANNOUNCES PARTNERSHIP WITH SR³ - SEALIFE RESPONSE, REHABILITATION AND RESEARCH

SAN RAFAEL, Calif. – September 06, 2019 — Private Ocean, a West Coast based wealth management firm, announced today its partnership with SeaLife Response, Rehabilitation and Research (SR³), a 501c3 nonprofit based in Seattle whose mission is to promote the health and welfare of marine animals in the Pacific Northwest.

As a community-supported nonprofit, SR³ relies on dedicated volunteers and philanthropic donations in order to carry out its work, which involves:

- **RESPONSE:** SR³ delivers emergency care in the field for sick, injured, and entangled marine animals.
- **REHABILITATION:** In order to save vulnerable marine animals and help monitor ocean health, SR³ will soon open the region's first dedicated marine animal hospital.
- **RESEARCH:** SR³'s research centers on vulnerable whale populations and builds scientific understanding in order to drive marine conservation efforts.

“Organizations like Seattle’s SeaLife Response, Rehabilitation and Research (SR³) are paving the way for all of us to come together and create real, positive change in our world,” said Greg Friedman, CEO of Private Ocean. “We are committed to helping protect and preserve our natural resources and proud to partner with SR³ to help educate clients on how we can all make a difference.”

“At a time when entanglement reports and strandings are at record highs—and Southern Resident killer whale populations continue to decline—there has never been a more urgent need for our efforts,” said Casey Mclean, Executive Director of SR³. “The health of marine wildlife is closely linked with our own, and we are grateful for partners like Private Ocean, who are critical to creating a healthier future for us all.”

To help raise awareness of SR³ and their work to preserve marine life, Private Ocean will host an exclusive educational event in conjunction with The Marine Mammal Center on September 18th at Thinkspace Seattle. For more information on the event and to RSVP, visit privateocean.com/SR3-event.

To learn more about SR³, visit www.sealifer3.org.

About Private Ocean Wealth Management



Private Ocean is a West Coast-based wealth management firm deliberately structured to give clients the intimate experience of a small firm while harnessing the power, depth and discipline of a much larger one. Formed in 2009, Private Ocean (www.privateocean.com) combined two of the oldest privately-held wealth management firms in the San Francisco Bay Area. The firm has over \$2.1 billion in assets under management as of June 30, 2019, and has locations in San Rafael, San Francisco, and Seattle.

About SR³ SeaLife Response, Rehabilitation, and Research

Formed in 2016, SeaLife Response, Rehabilitation, and Research (SR3) fills critical gaps in marine wildlife protection in the Pacific Northwest. From injured seals to entangled whales, SR3's team delivers emergency care in the field to give vulnerable marine animals a chance at survival. SR3 also conducts scientific research to address the root cause of marine animal health issues with a focus on endangered Southern Resident killer whales. The nonprofit will open the region's first dedicated marine animal hospital in 2020.

www.sealifer3.org.

Contacts

Private Ocean

Angela Giombetti

919.986.1074

angela.giombetti@privateocean.com