**\*FOR IMMEDIATE RELEASE**

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**KIA MOTORS RENEWS ITS SUPPORT OF PACIFIC MARINE MAMMAL CENTER AND DONATES AN ELECTRIC VEHICLE**

**TO INCREASE FUNDRAISING AT SEPTEMBER GALA**

Brand New Kia Soul EV Will Go To The Highest Bidder

in the Live Auction

**Laguna Beach, Calif., July 7, 2015** – Pacific Marine Mammal Center (PMMC) today announced Kia Motors America (KMA) has renewed its sponsorship of the non-profit organization dedicated to animal welfare and ocean education, and also will be donating a new Kia Soul EV. In the third year of the partnership, KMA supports the Center’s efforts and environmental messaging in a multitude of ways, including last year’s donation of a community outreach vehicle, participating in staff beach clean-ups, sponsoring recovering sea lion patients at the hospital, and more. Proceeds from the auction of the Kia Soul EV will support the organization’s mission of marine mammal rehabilitation and education.

“PMMC is extremely honored to continue our relationship with Kia Motors,” said Keith Matassa, executive director, PMMC. “Kia embodies global and local philanthropy by collaborating with PMMC to help educate the public about important conservation issues, as well as inform the public of conservation efforts that are helping our planet.”

In December of 2014 and all of 2015, PMMC supported mass sea lion pup strandings in Orange County with a record influx of more than 3,400 marine mammals coming ashore along the California Coastline in desperate need of medical attention. Of these strandings, PMMC has rescued over 525 marine mammals, the most in its history. The strandings were in large part due to fish moving due to an El Nino weather pattern, which includes warmer water temperatures, no wind, no upwelling and slower currents.

“As Kia pursues its vision for a greener future, we are honored to support and collaborate with PMMC, which has rehabilitated more marine mammals than ever this year,” said Tim Chaney, vice president, marketing communications, KMA. “Kia’s ongoing support reflects our conscious dedication to marine and environmental education in the communities we call home.”

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**About Pacific Marine Mammal Center:**

Established in 1971, Pacific Marine Mammal Center is among the forerunners in marine mammal rehabilitation science. The only organization of its kind in Orange County, PMMC responds to approximately 300 marine mammal rescue calls each year. Pacific Marine Mammal Center is a non-profit organization with a mission to rescue, rehabilitate and release marine mammals and inspire ocean stewardship through research, education and collaboration.

Pacific Marine Mammal Center is located in the large red barn at 20612 Laguna Canyon Road. The Center and gift shop are open to the public from 10:00 a.m. to 4:00 p.m. daily. For more information about memberships, educational programs, volunteer opportunities, or to make a donation, please contact Pacific Marine Mammal Center at 949.494.3050 or visit us on the web at [www.pacificmmc.org](http://www.pacificmmc.org).

**About Kia Motors America**

Kia Motors America (KMA) is the marketing and distribution arm of Kia Motors Corporation based in Seoul, South Korea. KMA proudly serves as the "Official Automotive Partner" of the NBA and LPGA and set an all-time annual sales record in 2014, surpassing the 500,000 unit mark for the third consecutive year. KMA offers a complete line of vehicles, including the rear-drive K900[[1]](#footnote-1) flagship sedan, Cadenza premium sedan, Sorento CUV, Soul urban passenger vehicle, Soul Electric Vehicle[[2]](#footnote-2), Sportage compact CUV, Optima midsize sedan, Optima Hybrid, the Forte compact sedan, Forte5 and Forte Koup, Rio and Rio 5-door subcompacts and the Sedona midsize multi-purpose vehicle, through a network of more than 765 dealers across the United States. Kia’s U.S. manufacturing plant in West Point, Georgia, builds the Optima\* and Sorento\* and is responsible for the creation of more than 14,000 plant and supplier jobs.

Information about KMA and its full vehicle line-up is available at www.kia.com. For media information, including photography, visit www.kiamedia.com. To receive custom email notifications for press releases the moment they are published, subscribe at [www.kiamedia.com/us/en/newsalert](http://www.kiamedia.com/us/en/newsalert).

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1. **\* The Sorento and Optima GDI (EX, SX & Limited and certain LX Trims only) are assembled in the United States from U.S. and globally sourced parts**

   2015 K900 V8 available in select trims and in select markets with limited availability. [↑](#footnote-ref-1)
2. 2015 Soul EV in select markets with limited availability. [↑](#footnote-ref-2)