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[Press Release](#)

Hagfish Day is Sure to be a Good Slime!

This October 21, 2009, WhaleTimes invites you to celebrate the beauty of ugly with a new holiday, **Hagfish Day**. This special day, created by WhaleTimes, is a fun, somewhat tongue-in-cheek event with an important and serious goal: To raise awareness and understanding of the uniqueness and significance of all sea creatures — even the ugly, slimy, misunderstood, or unusual.

Hagfish are the perfect example of the beauty of ugly. Hagfish are deep-sea creatures with an eel-like body shape. Reaching 3-feet in length, they are jawless, boneless, scaleless deep-sea scavengers that ooze slime — buckets of slime. Hagfish are so disgusting scientists shudder when they accidentally catch one. When asked to describe hagfish deep-sea researcher Tamara Frank said, “Bleeecccchhh.” She added, “I know they play a very important role in the marine ecosystem, but bleeecccchhhh!”

Why celebrate the ugly side of the ocean? In school, teachers and kids study charismatic and cute animals like killer whales and sea otters. “Sometimes it seems as if ecological causes are popularity contests that exclude the less attractive, though equally vulnerable, creatures,” said WhaleTimes program coordinator Ruth Musgrave. “There are species in peril that kids never learn about.”

WhaleTimes believes repugnant and slightly revolting animals like hagfish make great role models for highlighting conservation efforts aimed at all marine animals.

In addition to hagfish, the stars of this year’s event include the blobfish, goblin shark, stauroteuthis (deep-sea octopus), hooded seals, the vaquita, and more. An Ugly Beauty contest, classroom activities, slimy recipes, and interviews with scientists will be part of the fun.

Join WhaleTimes this October 21 to celebrate the beauty of ugly on the first annual Hagfish Day.

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WhaleTimes, Inc. is a 501(c)(3) nonprofit corporation that brings ocean animals and science to life, inspiring students to explore and learn more. Since 1995, WhaleTimes has been a quality marine science resource for children, sharing scientific data and encouraging students’ love of the ocean through programs such as, [Ask Jake, the SeaDog](#), [Neverending WhaleTale](#), and [Fishin’ for Facts](#).