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**FOR IMMEDIATE RELEASE**

## **SF BAY AREA'S LARGEST EARTH DAY CLEANUP AND CELEBRATION: Saturday, April 22<sup>th</sup> on the San Mateo County Coast**

April 2017 – *Pacifica, CA* – On April 22<sup>th</sup>, the Pacifica Beach Coalition (PBC), in partnership with the City of Pacifica and its residents, will be hosting its 13<sup>th</sup> Annual Earth Day Celebration, the largest Earth Day cleanup in the entire Bay Area. From 9:00am to 11:00am, with the help of over 7,500 volunteers and 150 community groups, the organization will be cleaning up areas all along the San Mateo Coast including beaches, streets, lots, and parks. Following the cleanup, the public is invited to attend the EcoFest, a large celebration and educational event in honor of Earth Day held at Linda Mar State Beach (So. Lot) in Pacifica from 11:00am to 2:30pm.

Join us as we “Make a Splash by Ending Trash!” In 2016 Pacifica picked up 170,000 cigarette butts; 22,000 of them were from last Earth Day alone! This year the dolphin and porpoise are our Earth Day honorees. By joining forces to reduce the amount of litter that gets into their ocean environment, we create the healthy waters we want to see up and down the coast and around the Greater Bay Area. Earth Day is an annual coast-wide day of action dedicated to cleaning up litter both on the shores and in the surrounding area, restoring the native habitat, and building community among the volunteers. The PBC has seen its Earth Day efforts expand to Tunitas Creek, Pillar Point, Montara, and Gray Whale Cove in the South up to Fort Funston in the North as well as all of the City of Pacifica from Highway 35 to the coast. Since 2005, the PBC’s Earth Day efforts have contributed to the removal of over 100,000 pounds of waste and well over a million cigarette butts from entering the ocean. When you consider the concentration of toxic chemicals found in a single cigarette butt you can start to understand the level of impact that coordinated effort by volunteers like you and me brings.

“Litter is a global problem impacting our community,” says Lynn Adams, president of the PBC. “It’s finding its way into the ocean, which greatly impacts dolphins, sea otters, shorebirds, marine life, and the health of our ocean. We will support any coastal site with a leader and volunteers. Everywhere could use a little sprucing up and it is fun to get together with friends, teams, or family to make a difference.”



In the past, Earth Day of Action has highlighted local wildlife including the shark, whale, sea turtle, and the Snowy Plover. “This year, we will honor, dedicate our work, and learn about Dolphins, the highly intelligent cetacean well known for their agility and playful behavior.” said Adams.

The PBC’s morning of Action followed by the EcoFest is family friendly and open to all ages. From picking up litter to restoring native flora to enjoying the EcoFest environmental booths, music, and entertainment at the beach, everyone in the family can find something that they will enjoy. The PBC encourages as many people as possible to volunteer and would love the extra help. In addition, the EcoFest will feature scores of environmental booths, family activities, a petting zoo, food, face painting, an Ocean-themed Costume contest, and entertainment including Pacifica’s own Fingerpuppets band, EarthCapades entertainers, youth bands, and guest

speaker, Izzy Szczepaniak, Marine Biologist, Golden Gate Cetacean Research. Izzy will talk about dolphins and what we can do to help them, a treat for all from children to grandparents! More information can be found at [www.pacificabeachcoalition.org](http://www.pacificabeachcoalition.org).

This event is organized by the Pacifica Beach Coalition and supported by Recology of the Coast, City of Pacifica, County of San Mateo, North Coast County Water District, First National Bank, Peninsula Clean Energy, and Pacifica Tribune.

Free Parking is provided by Cabrillo School with free shuttle to and from the EcoFest site, running from 10:45am to 2:45pm, is provided by Peninsula Clean Energy & City of Pacifica. Plan ahead and take the shuttle at Cabrillo School, 601 Crespi Drive, Pacifica, CA.

**About the Pacifica Beach Coalition:** The Pacifica Beach Coalition is dedicated to preserving the ocean, restoring the coastal habitat, and ending litter through advocacy, education, community building, and citizen action. For more information, visit us at [www.pacificabeachcoalition.org](http://www.pacificabeachcoalition.org) or on our Facebook page, [www.facebook.com/PacificaBeachCoalition](http://www.facebook.com/PacificaBeachCoalition).

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If you would like more information or to schedule an interview with Lynn Adams, you can reach her by phone (415-309-5856) or email ([lynn@pacificabeachcoalition.org](mailto:lynn@pacificabeachcoalition.org)).

Pacifica Beach Coalition Photo Album: <https://goo.gl/photos/DMGhLdTjb2t2bNiT8>

Earth Day Poster: <http://pacificabeachcoalition.org/wp-content/uploads/2017/02/earthday2017poster.jpg>

Overview Poster: [http://pacificabeachcoalition.org/wp-content/uploads/2017/04/2017\\_ED\\_overview\\_final.jpg](http://pacificabeachcoalition.org/wp-content/uploads/2017/04/2017_ED_overview_final.jpg)

Registration: <http://pacificabeachcoalition.org/earth-day-registration/>

American Cetacean Society, SF Bay Area Chapter: <https://acs-sfbay.org/>

Golden Gate National Parks Conservancy: <http://parksconservancy.org/>

Oceanic Society: <http://www.oceanicsociety.org/>

San Mateo County Parks Foundation: <http://supportparks.org/>

Shark Stewards: <http://www.sharkstewards.org>

Sea Shepherd Cetacean Society, NorCal Chapter: <http://www.seashepherd.org/chapters/northern-california.html>

The Marine Mammal Center: <http://www.marinemammalcenter.org/>

Pacifica School Volunteers: <http://pacificaschoolvolunteers.org/>