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FOR IMMEDIATE RELEASE

OUTSTANDING EARTH DAY OF ACTION: CLEANUP & ECOFEST Saturday, April 22th on the San Mateo County Coast

April 2017 – *Pacifica, CA* – On April 22th, the Pacifica Beach Coalition (PBC), in partnership with the City of Pacifica and its residents, hosted its 13th Annual Earth Day Celebration, the largest Earth Day cleanup in the entire Bay Area. From 9:00am to 11:00am, and in many instances much earlier than that, San Mateo county was roused by a growing storm, a human environmental storm. San Mateo Coast beaches, streets, corners, back lots, and parks were the lucky targets of the direct action efforts of over 7, 500 volunteers and community groups.

“Where there’s weeds, there’s litter. We know a littered area gets more litter. At the Pacifica School District, the volunteers are getting beyond litter and focusing on habitat.” said Lynn Adams, PBC president, referring to the weeding and plant restoration work following litter clean up performed by Girl Scout Troop 32126 and Brownie Troop 61508. A little further down the road in Vallemar, Jeff “Bucket Boy” (as his wife has dubbed him) and the other adults attached to Boy Scout Troop 29 and Cub Scout Pack 9 cleaned up along the Calera Creek waterway in addition to pulling down the ivy choking the trees along the creek. Who says kids prefer the less active route, being bound to their online apps? On Earth Day, youth and children, young and old, tall and short, up and down the coast put the lie to



that perception and spread out *en masse* to make their environmental voices heard through their direct actions, which included tree plantings, at sites as far south as San Gregorio and as far north as Fort Funston. “This is a model that can be spread to every community. All areas are connected to the waterways and the Ocean.” remarked Adams. On Earth Day 2017, as well as on weekends throughout the year, the PBC once again demonstrated how to pull together and work locally to harness the efforts of an involved citizenry by taking to the streets and making their impact felt.



Speaking to this year’s crop of VIP tour bus attendees, Izzy Szczepaniak, Marine Biologist at Golden Gate Cetacean Research said of the Pacific Ocean and its denizens, “This is our treasure and we all need to keep it clean.” During a tour stop at Ocean Shore School, Szczepaniak spoke of this year’s Earth Day honorees, the Dolphin and the Porpoise, and of the creative learning opportunities currently enjoyed by our San Mateo Coast students.

“Make a Splash by Ending Trash!” was heard throughout the day as Pacifica picked up over 1,000 pounds of litter from Pillar Point & Mavericks alone! In addition to the superb work by everyone throughout the county, the focused efforts of 120 volunteers under the direction of Half Moon Bay (HMB) Site Captains Celine, Mary Anne, Valerie and Ryan, netted 1,522 cigarette butts, 113 bottle caps, and 86 straws; toxic items, all from just these two sites. The PBC routinely tracks

and reports data totaling the amount of trash picked up at each Earth Day event, along with all the other minor clean up events held 52 weeks a year. This is no small effort given the amount and variety of human trash that flows into our water ways.

“We have to stop the river of plastic going into the Ocean. And we *can* do that. We need to speak our voice. And we need our actions to ripple through the country.” observed Lynn Adams.

Following the morning cleanup where thousands came to volunteer, the EcoFest, a joyful educational event sponsored by the PBC in honor of Earth Day, was held at Linda Mar State Beach. On a coastal day full of the lightest of breezes and slightly overcast skies, 2,500 EcoFest attendees were shining. From picking up litter to restoring native flora to enjoying the EcoFest environmental booths, music, and entertainment at the beach, there was something everyone in the family could enjoy. Featured were 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.

And as for next year, well, “People come back because it feels good.” And it certainly does. See you at the next clean-up event!

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 or on our Facebook page, www.facebook.com/PacificBeachCoalition.

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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).

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



Clean up and weeding at Ocean Shore School



More weeding at Ocean Shore School



Weeding at the Pacifica School District Office



VIP Tour Bus members with Star of the Sea Awards