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Cleanup, restore, party – celebrate Earth Day in Pacifica

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Taking place this Saturday, April 16, the Pacifica Beach Coalition's Earth Day is a community workday and celebration like no other. The day's efforts are dedicated to the California Gray Whale. With 10,000 people expected to dig in and participate in the city-wide cleanup — and with the Pacifica Beach Coalition and its dedicated volunteers providing the event's organization, promotion, marketing and tabulation, as well as many of the tools needed to make the tasks doable — business sponsors have leapt in to help out.



Pacifica Earth Day performers Pollo Del Mar (Photo courtesy of the band)

Recology of the Coast is the premier sponsor. Additionally the following sponsors have opened doors with their generosity — Pedro Point Surf Club, the City of Pacifica, the North Coast County Water District, Taco Bell, Clark Pest Control, Linda Mar Ace Home Center, Pacific Manor Hardware, Safeway, San Mateo Countywide Water Pollution Prevention Program, the Pacifica Tribune and Pacifica's Environmental Family.

"This year, Safeway is bringing in managers from throughout the Bay Area to help at their stores," said Lynn Adams, president of the Pacifica Beach Coalition. "Manor Safeway will participate in cleaning up the Manor Shopping Center and Linda Mar Safeway will clean up the Linda Mar Park and Ride across the street." Adams noted that Starbucks is cleaning up San Pedro Creek at the mouth near Pedro Point Shopping Center and that nearly every business at Manor Shopping Center is pitching in to clean up.

For many businesses like You Name It, Coastside Critters, Save More Meats, Seaview Tire & Brake Center, Florey's Book Co., the Rusty Hook and Café Pacifica — this is their 6th year of Earth Day participation.

Along with the Pacifica businesses, the city will be brimming with individuals and families, including 6,000 students, willing to live the promise of making a better earth.

"I don't know of any place in the world where such a large scale event involves the entire community in helping the environment like this," Adams said. "This year we could have 25 percent of our city's population involved." Pacifica Beach Coalition volunteer Cindy Abbott, whose

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outreach to the business community in 2010 resulted in 42 businesses becoming involved in Earth Day, pointed out some of the actions folks can take when work begins at 9 a.m.

"There is clean-up at beaches, bluffs, public areas and neighborhood streets," Abbott said. "There is habitat restoration at Linda Mar, Pedro Point Headlands and Mori Point. There are beautification and invasive plant removal projects conducted throughout the area." (Visit the Pacifica Beach Coalition's website at www.pacificabeachcoalition.org, where there are forms and registration information, as well as a [Google \(http://www.siliconvalley.com/topics?Google%20Inc.\)](http://www.siliconvalley.com/topics?Google%20Inc.) (GOOG (<http://markets.financialcontent.com/mng-ba.siliconvalley/quote?Symbol=GOOG>)) Map of the current PBC sites and projects.) Earth Day Action runs from 9 a.m. to 11:30 a.m. This is followed by a celebration at the south parking lot of Linda Mar Beach. The celebration runs from 11:30 a.m. to 3:30 p.m.

Party events include music by surf rockers Pollo Del Mar, the hip groove meisters Linda Martians and a special performance by local school musicians. Guest speakers include a representative from the California Gray Whale Coalition, local dignitaries as well as San Franciscan Lincoln Shaw — a man who has volunteered to sail dangerous seas to protect the whale with the Sea Shepherd Conservation Society.

The event will be swimming with activities such as face painting, a sing-a-long with local singer/songwriter Linda Tringali, chair massage sponsored by Ocean Yoga, a whale walk, a knock down litter game, Segway demonstrations and book selections provided by Florey's.

A number of organizations will be on-hand to share awareness including The Marine Mammal Center, Sea Shepherd Conservation Society, California Gray Whale Coalition, Sierra Club Loma Prieta Chapter, Pacifica's Environmental Family, Pacifica Gardens, Pacifica Shorebird Alliance, Pacifica Garden Club, Master Composters, Master Gardeners, Pacifica Resource Center, Pacifica School Volunteers, Cabrillo School, Pacifica PB&R, San Mateo County Water Pollution Prevention Program, North Coast County Water District and many others.

Food sales are hosted by Extreme Pizza and the Pacific Sea Lions and free coffee, hot or iced, is provided by Starbucks Linda Mar.

Adams said anyone is welcome at the Linda Mar follow-up event, regardless of whether they helped cleanup or not.

"We are creating a model community of citizens who protect the earth and its wildlife by eliminating litter, reducing storm water pollution, and protecting our beaches, creeks, and storm drains through citizen action. Our intent is to make changes in our community and guide other communities in the Bay Area, California, USA and the world to do the same.

And that is celebration is for everyone." Pacifica Beach Coalition Earth Day 2011, dedicated to the California Gray Whale. Saturday, April 16, 9 to 11:30 a.m.—Action. 11:30 a.m. to 3:30 p.m.—Celebration. To sign up and/or for more information call 359-5707 or visit www.pacificabeachcoalition.org