



PACIFICABEACHCOALITION.ORG

FOR IMMEDIATE RELEASE

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**EARTH DAY OF ACTION IN PACIFICA WILL “TAKE A BITE OUT OF LITTER”
AND CELEBRATE SHARKS THIS SATURDAY, APRIL 20TH**

Community Action from 9:00 AM - 11:30 AM
Celebration from 11:30 AM - 3:00 PM

(Pacifica, CA – April 17, 2013) — This year, the Pacifica Beach Coalition (PBC) and community will celebrate its 9th annual Earth Day of Action clean up, education and festivities. Volunteers of all ages from all walks of life, including youth from local schools, will be cleaning up litter on the San Mateo County coast from Montara to Mussel Rock and along the highway and streets from Highway 35 to the beach. Last year, 8,100 volunteers removed over 16 tons of trash, recyclables and green waste from beaches, highways and waterways.

“We are excited to reach even more people and clean up more of our community in this expanded earth day celebration,” said Lynn Adams, president of the PBC who coordinates the annual event. “Litter is a global problem impacting our community and finding its way into the ocean greatly impacts marine life and the health of our ocean. The PBC earth day event is uniting the entire community including businesses, churches, community groups, ~~and~~ families, and schools to be a part of the solution,” said Adams.

In previous years, the festival has honored local marine denizens including the whale and the sea turtle. This year, the event will honor the shark with the theme *Take a Bite Out of Litter*. The Festival program includes music, entertainment, earth activities for the family and presentations by local earth heroes including Lincoln Shaw of *Whale Wars* fame and a keynote address by Bay Area Shark Conservationist David McGuire of Sea Stewards who will be delivering the keynote speech. “We are reaching youth directly in nearly every school in Pacifica this week talking about sharks and threats to the ocean, including solutions like reducing marine debris,” said David McGuire, director and founder of Sea Stewards. “Sea stewardship is strong along this coastline and we are honored to be a part of the 2013 PBC Earth Day event,” said McGuire.

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The year's activities will include clean ups from the streets to the beaches, including gardening and habitat restoration along drainages and creeks which lead to the ocean, and culminating in the Earth Day festival celebration at Linda Mar State Beach in Pacifica. Nearly 50% of Pacifica is cleaned during the week leading up to Saturday's official Earth Day of Action. Starting at 9:00 am, volunteers can report to any site captain for bags and gloves and participate in the clean ups, or join the festival at Linda Mar State Beach from 11:30 am -3:00 pm featuring the following:

ON STAGE

- **LIVE MUSIC** from Celia Malheiros, Drifting Sand and Matt Jaffe & the Distractions
- **ENTERTAINMENT** by the *Sardine Family Circus*
- **SPECIAL PRESENTATIONS** to and by our local Earth Heroes and other local dignitaries

“If you can't attend, the organizers encourage the Bay Area to clean up their own communities and celebrate the Earth and sharks wherever they live. We can all be part of the solution and in Pacifica we are doing it collectively as a community to care for the earth,” added Adams.

For more information about this family event, visit: www.pacificabeachcoalition.org

About the Pacifica Beach Coalition: The Pacifica Beach Coalition is dedicated to preserving the ocean, coastal habitat and wildlife, and ending litter, through advocacy, education, community building, and citizen action. For more information, visit www.pacificabeachcoalition.org

About Sea Stewards: Based in Sausalito, California, Sea Stewards is a non profit project dedicated to protecting sharks and ocean ecosystems through education, research and advocacy. For more information, visit www.seastewards.org

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