

## Earth Day projects in Pacifica

By | xxx

POSTED: 04/09/2012 06:02:40 AM PDT

UPDATED: 04/09/2012 06:03:02 AM PDT

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The Pacifica Beach Coalition invites you to lend a hand throughout Pacifica on Saturday, April 21, in honor of Earth Day. Teams of people and scores of volunteers will garden, plant trees, restore habitat, and pick up litter from Pacifica's beaches, bluffs, creeks, parking lots, streets, and schoolyards between 9 and 11:30 a.m. Individuals can choose from dozens of sites while groups small or large can register in advance and work together and adopt a "Hot Spot Project" in need. Go to [www.pacificabeachcoalition.org](http://www.pacificabeachcoalition.org) (<http://www.pacificabeachcoalition.org>) to view all the locations.

You can also be Turtley Cool and Take Action by joining us at Linda Mar Beach (south Parking lot) for our Earth Day Celebration! We'll have activities for the whole family, including live performances by Haunted By Heroes, Ian and the Humpbacks and Jim Ocean; featured speakers including Dr. Wallace J. Nichols, Dr Chris Pincetich, and Jackie Speier; and booths including Sea Turtle Restoration project, the Marine Mammal Center, and many more organizations; kids activities; and more.

This year's Earth Day efforts will be dedicated to the magnificent sea turtle. These ancient sea dwellers have been around since before dinosaurs! Sadly, all seven species of sea turtle are now either critically endangered or threatened. Pollution and plastic debris in the ocean are among the top threats to sea turtles. Help us keep the ocean free of plastic debris this Earth Day by joining the cleanup efforts.

Be turtley cool - take action! Sign up your group or enlist for a special assignment by calling 650.355.1668 today. Together we can keep our parks, neighborhoods, and shorelines clean, safe, and beautiful for everyone

### EARTH DAY WINDOW PAINTING CONTEST DEADLINE APRIL 6

Take action for Earth Day by being a part of Pacifica's newest tradition! Kids and adults of all ages are welcome to enter Pacifica's first ever Earth Day window painting contest during the weekend of Friday, April 13, to Sunday, April 15, (application is due by April 6). Go to [www.pacificabeachcoalition.org](http://www.pacificabeachcoalition.org) or email [cala3319@gmail.com](mailto:cala3319@gmail.com) (<mailto:cala3319@gmail.com>) to apply.

### PACIFICA BUSINESSES TAKE ACTION FOR EARTH DAY

Pacifica businesses and business districts are again invited to participate in Earth Day. The Pacifica Beach Coalition has developed a number of ways to share in this community-wide event. Hosting cleanups and beautification projects with employees, for example, has become a tradition for the merchants at Manor Shopping Center. This is a fun activity that gets everyone outside to take care of their place of business and the environment. Cleanups and projects can be scheduled to take place the week leading up to or on the morning of Pacifica's Earth Day.

This year businesses will also be able to share what they are doing and invite the community to join with them for Earth Day through the use of branded signage provided by the Pacifica Beach Coalition. The "Be Turtley Cool - Take Action" theme has been worked into signs that can be posted in business windows and at counters to announce what the business is doing. "Businesses are excited about being able to show how they are participating in Earth Day and are working on ideas from developing special discounts for environmentally responsible products to offering incentives for people that bring their own reuseable bags," according to Cindy Abbott, Pacifica Beach Coalition member. Actions from removing single-use plastic lids and straws from counter tops to asking people if they need a bag are also being considered. "The idea is for businesses to decide on their own action -- something that benefits the environment and their business," says Abbott. Businesses can contact Cindy Abbott at [cala3319@gmail.com](mailto:cala3319@gmail.com) (<mailto:cala3319@gmail.com>) for more information and to receive the signage.

Finally, beginning this week, PBC members will be reaching out to businesses to engage their participation in the annual Earth Day spread in the Pacifica Tribune. The ad has become a tradition and offers an economical way to support Earth Day. Interested businesses should notify the Pacifica Beach Coalition of their interest by no later than Wednesday, April 11.

-- Lynn Adams

#### OTHER WAYS TO HELP FOR EARTH DAY

Photographer, reporter for a site, group or site leader, greeter, bag distributor, weed warrior, truck driver to haul collections to the dumpster site. Call 355-1668 to sign up.

Hot spots in need of teams:

Litter pickup \_ LM Park and Ride, Palmetto from Paloma to Manor, Oddstad Blvd.

Library parking lot Hilton Way, Park Mall parking lot (front and back.)

Weeding -- Manor to Monterey (walkway on west side of Oceana), Manor to on ramp (east side walkway across from Walgreens), Miller Ave median, Vista Mar median, hike path by Rockaway.

Gardening -- Sanchez Library, Pacifica Gardens, Oceana High School.

Habitat Restoration -- Milagra Ridge, Mori Point, Old County Road/Higgins Way, Pedro Point Headlands.

Special assignments for Pampas Grass removal.

-- Lynn Adams

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