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Earth Day 2012 Press Release

PRESS RELEASE

FOR IMMEDIATE RELEASE
April 19, 2012

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Legislators, Scientists, and Thousands of Volunteers Take Action for Sea Turtles at Pacifica's Earth Day Event

Pacifica, CA - On Saturday April 21st, thousands will be drawn to Pacifica to take action in honor of sea turtles. The Pacifica Beach Coalition is hosting its annual Earth Day event, featuring a morning of cleanups and habitat restoration projects followed with an afternoon of talks by renowned sea turtle experts and local dignitaries, live music, family activities, and exhibits to raise awareness about these ancient reptiles.

"This event will help sea turtles directly by preventing thousands of pounds of trash and debris from reaching the ocean, and indirectly by educating the community about sea turtles and the threats they face," said Dr. Chris Pincetich with the Sea Turtle Restoration Project, a speaker at the event. "In areas like Pacifica, which borders the new leatherback sea turtle critical habitat, cleanups such as these are particularly important."

Dr. Pincetich is referring to the recent National Marine Fisheries Service designation of habitat for endangered leatherback sea turtles off the U.S. west coast, including 16,910 square miles off California's coast. In addition, a current state bill (AB1776) proposes to designate the leatherback sea turtle as California's official marine reptile. During the celebration, Pacifica's schoolchildren will be presenting legislators with a collection of letters supporting this bill.

From 9:00am to 11:30am, volunteers will take part in environmental service projects such as restoring native coastal plant communities, tending community gardens, and removing trash from local beaches, bluffs, creeks, streets, parking lots, and public places. A map of all projects can be found on the Pacifica Beach Coalition website.

The "Be Turtley Cool, Take Action" celebration will take place from 11:30am to 3:30pm. Renowned sea turtle experts, Dr. Wallace J. Nichols and Dr. Chris Pincetich, will help kick off the party. Other special guests include U.S. Congresswoman Jackie Speier, State Assemblyman Jerry Hill, County Supervisor Don Horsley, and Pacifica's mayor, Pete DeJarnatt. The world's youngest rock band, Haunted By Heroes, will be performing, along with musical guests Ian and the Humpbacks and Jim Ocean.

For more information about the event visit: <http://www.pacificabeachcoalition.org>

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The Pacifica Beach Coalition (PBC) is dedicated to preserving the ocean, coastal habitat and wildlife, and ending litter, through advocacy, education, community building, and citizen action. PBC is a project of Pacifica's Environmental Family, a registered nonprofit organization whose goal is to increase environmental awareness in the community and in the schools.

MAKE A CONTRIBUTION

Donate Now

THE PBC IS ALL-VOLUNTEER
MAKING A DIFFERENCE
SUPPORTED BY FOLKS LIKE
YOU! PLEASE MAKE A TAX
DEDUCTIBLE CONTRIBUTION
TODAY!

8

days since
Annual Members Meeting
Cleanup @ Linda Mar 9-10am
Potluck Brunch & Planning
Session 10am-1pm Pacifica

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Donate to Native Plant Fund



Help Us Reach Our \$5,000 Goal

Donations to the Plant Fund goes directly to the purchase of native plants, and more needed to create a more biologically sustainable beach. [Make a secure tax-deductible donation today.](#)

ENTER CLEAN UP DATA



Click Bag to Submit Beach
Clean Up Data
[Download PBC Clean Up Data](#)

Other Information:

Sea Turtle Restoration Project: <http://www.seaturtles.org/>

New video that highlights Pacific leatherback sea turtle conservation successes, narrated by Wallace J. Nichols: <http://www.calacademy.org/sciencetoday/pacific-leatherback-protection/>

Wallace J. Nichols websites:

<http://wallacejnichols.org/>

LIVBLUE.org

SEEthetheWILD.org

Jim Ocean: www.jimooceanmusic.com

Ian and the Humpbacks: <http://vimeo.com/33412411>

Haunted by Heroes: <http://hauntedbyheroes.com/>

Comments

You do not have permission to add comments.

[Download PBC Clean Up Data Collection Form](#)

SUBMIT PHOTOS

Submit 2014 Photos [Here](#)

TAKE ACTION

Pledge to Protect Sharks

Learn more using this comprehensive [list of educational activities and resources for all ages!](#)



Learn About Fireworks Ban

Fireworks debris pollutes our ocean and harms wildlife. Support a ban.

View the [petition](#).
View [beach signage](#).



Attend PBC Meetings

Participate in PBC activities. Meetings held monthly at Pacifica Library, 104 Hilton Way. When? [Check our calendar](#).

CONTACT OUR WEBMASTER

Send your suggested detailed updates, content and releasable photos to websitepbc@gmail.com. State "ASAP" in the subject line of your email if material is time sensitive. Updates are made regularly. We will consider all submissions though may be unable to publish if space, content and quality are not appropriate.

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The Pacifica Beach Coalition is a project of [Pacifica's Environmental Family](#), a registered 501(c)3 nonprofit organization. Contact webmaster at websitepbc@gmail.com

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