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**“LITTLE THINGS MATTERED” DURING PACIFICA’S CITYWIDE  
EARTH DAY OF ACTION & ECOFEST 2014 CELEBRATING SNOWY PLOVERS  
AND HONORING EARTH HEROES ON SATURDAY, APRIL 26<sup>th</sup>**

**Thousands of Volunteers of All Ages Heeded the Call to Action Restoring Coastal Habitat  
at More Than 70 Sites Across Pacifica and Celebrated Mother Earth  
Alongside 45 EcoBooths at EcoFest on Pacifica’s Linda Mar State Beach**

**(Pacifica, CA – April 28, 2014)** — The Pacifica Beach Coalition (PBC) led the coastal community in celebrating Earth Day by hosting its annual Earth Day of Action clean up, education and EcoFest, the 10<sup>th</sup> of its kind and one of the largest rallies to protect and preserve the local environment in the Bay area.

More than 7,000 Earth Heroes of all ages from all walks of life, including youth from local schools came out in force to clean up litter, garden, and restore habitat across a distance of more than 12 square miles from Devils Slide to Mussel Rock along the highway and streets from Highway 35 to the beaches of Pacifica. They removed 3,190 lbs of trash, 710 lbs of recyclables, and 1,470 lbs of green waste from beaches, highways and waterways. “Many sites reported less debris than in previous years signifying a trend that the community is becoming more educated about protecting the ocean and preserving our environment,” said Adams. “More people are properly disposing and picking up litter on a daily basis, and for that we are all grateful,” added Adams.

In previous years, Earth Day in Pacifica honored local marine denizens including the whale and the sea turtle. This year’s theme, “Little Things Matter” honored the little snowy plover shorebird or the little shorebird, the snowy plover, protected as a threatened species under the federal Endangered Species Act and listed as a Bird Species of Special Concern in California who roost or nest along the increasingly rare coastal beach-dune ecosystem habitats designated as critical habitat by the US Fish & Wildlife Service including Linda Mar Beach in Pacifica.

In the week leading up to Saturday’s community day of action, special educational presentations were held at 13 school assemblies highlighting snowy plovers delivered by Pacifica Shorebird Alliance’s Margaret Goodale and local plover expert Phil Donahue. During presentations, students took the Snowy Plover Hero Pledge: “to conserve the natural resources of the Earth and ocean, to learn more about snowy plovers, to pick up litter and reduce their use of plastic, to pledge to share the shore, control their dogs, respect the birds and their habitat and to use their voice to speak up for the environment.” “We reached nearly every school in Pacifica this week talking about snowy plovers and threats to them and their habitat, including solutions like sharing the shore and reducing marine debris,” said Donahue.

At the Linda Mar State Beach site led by long-time captains Jim Fithian and Ana Garcia, Pacifica's Earth Day 2014 EcoFest followed the morning's clean-up efforts and featured a lineup of music, entertainment, and hands-on educational environmental activities alongside more than 45 community and environmental exhibitors. “The success of the EcoFest could not have been possible without the support of the folks in the city’s Police, Planning, Parks Beaches & Recreation, and Public Works departments working in

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collaboration with PBC volunteers Ian Butler, Bill Oakes, Steve Patton, Leo Leon, Mitch Reid, Paula Teixeira, Mandy Hall, Susan Senning, Surfer Spud, Kathleen Courtney, Karen Gorman, Eric Ruchames, and our sponsors,” said Adams.

Highlights of Saturday’s successful Earth Day of Action include:

- EcoFest attendees were entertained by the sounds of Hanna Carter, Groovy Judy and Wall of Blues, as well as treated to the energetic acrobatics and comedic showmanship of the Sardine Family Circus who donated their earnings back to the Pacifica Beach Coalition. (is this true) Young and old enjoyed a petting zoo and hands on learning activities about snowy plovers, sharks, whales, and more. The Shorebird Alliance, Point Blue, American Cetacean Society, Shark Stewards, Turtle Island Restoration Network, Pacifica Land Trust, Sea Shepherd, GGNRA, CA Coastal Commission, GGNRA, The Marine Mammal Center and other Educational EcoBooths provided information and hands on experiences for all.
- Local Earth Heroes were recognized not only as recipients of the Pacifica Beach Coalition’s *Star of the Sea Award* but also by the California State Senate’s *Certificates of Recognition* personally awarded by State Senator Jerry Hill: Alfonso Gonzalez from Recology of the Coast, Mike Perez of the City of Pacifica, Sunset Ridge School & Cynthia Skinner, Julien Lévy of 4-Million Tree Project, “Mussel Rock Star” Paxton Christner, Megan Tankeh, Perrin Belway Jane Gerughty and Marlene Gutierrez from Terra Nova High School, Brad Allec from Starbucks, Ocean Yoga & Jessica Kino, Toni & Wayne Boykin of You Name It, Boy Scout Troop 74 under the leadership of Eric Hatlen, Pacifica Gardens, Pacifica Beach Coalition members Deirdre Finnegan, Helen Nicely, Dave Martinez, Rick Loeper, Clark Natwick, Cedric Collett posthumously, and Kathy Kellerman for their dedication, leadership and passion to restore, protect and preserve our coastal community through a variety of invaluable ways.
- Local dignitaries California State Senator Jerry Hill, San Mateo County Supervisor Don Horsley and Pacifica’s Mayor Pro Tem Karen Ervin as well as wildlife biologist and snowy plover expert Carleton Eyster, author Beth Terry and Pacifica’s Poet Laureate, Dorsetta Hale addressed a united community including businesses, community groups and families encouraging attendees to continue to be a part of the solution.
- Pacifica Beach Coalition’s Peter Finnegan and Lynn Adams, as well as California State Senator Jerry Hill honored Pacifican Kathy Kellerman with the first Cedric Collett Unsung Hero Award for her tireless efforts to grow and restore native habitats throughout Pacifica for over a decade leading efforts at Ocean Shore School, Linda Mar State Beach, Pedro Point Headlands and other locations.
- Volunteers removed-invasive weeds from the Rockaway Bike Path and Pedro Point Headlands. Scores of people took to the streets to clear out litter, cigarette butts, and debris while others helped plant vegetables, trees, sunflowers and plants at Sanchez Library, Pacifica Gardens, San Pedro Valley County Park, Edgemar Park and even a Menlo Park School where the 4H Million Trees project helped to plant 93 trees to kick off Earth Day on April 12th.
- Mazzetti’s Bakery provided the ceremonial “Volunteer Earth Hero” cake and Starbucks provided coffee for everyone. Recology of the Coast provided the dumpsters and waste removal for the city, as well as the collection site and EcoFest.

Earth Day of Action Event & EcoFest was sponsored by Bay Area Cox Conserves Heroes/Cox Foundation, California Coastal Commission, Castle Kitchen & Bath, City of Pacifica, County of San Mateo, Mazzetti’s Bakery, North Coast County Water District, Our Children’s Earth Foundation, Pacific Manor Ace Hardware, Pacifica’s Environmental Family, Pacifica Tribune, Pedro Point Surf Club of Northern California, QFM 89.3/103.3 & QFMRocks.com, Recology of the Coast, Safeway, Starbucks and Taco Bell.

**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](http://www.pacificabeachcoalition.org)