

## MEDIA ADVISORY

FOR IMMEDIATE RELEASE  
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MEDIA CONTACT  
Lynn Adams  
Telephone: 650.355.1668  
Email: lynn4promos@aol.com

### **Pacifica's Annual Earth Day Celebration to Raise Awareness of Sea Turtles, Saturday April 21st**

**WHAT:** The Pacifica Beach Coalition (PBC) is hosting its annual Earth Day celebration this Saturday, April 21<sup>st</sup>. In the morning, thousands of volunteers from across the Bay Area will participate in cleanups, habitat restoration, and beautification projects. In the afternoon, everyone is invited to a free, beachside Earth Day celebration with live music, presentations by state and local dignitaries and renowned sea turtle experts, refreshments, family activities, and educational exhibits.

This year PBC dedicates its Earth Day efforts to the ancient, yet threatened, sea turtle. In January, the National Marine Fisheries Service designated critical 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. The "Be Turtley Cool, Take Action" Earth Day Celebration aims to raise awareness of these magnificent sea creatures and these national and state efforts to protect them.

**WHO:** The Pacifica Beach Coalition along with dozens of other organizations and thousands of volunteers from across the Bay Area.

Featured Speakers:

Jackie Speier, U.S. Congresswoman  
Dr. Wallace J. Nichols, internationally recognized sea turtle biologist  
Dr. Chris Pincetich, Marine Biologist, Sea Turtle Restoration Project

Other Special Guests:

Jerry Hill, State Assemblyman  
Don Horsley, County Supervisor  
Pete DeJarnatt, Pacifica's Mayor

Live music:

Jim Ocean  
Ian and the Humpbacks  
Haunted by Heroes (the world's youngest rock band)

**WHEN:** Saturday, April 21<sup>st</sup>  
9:00 a.m - 11:30 a.m. – Cleanup  
11:30 a.m. - 3:30 p.m. – Celebration

**WHERE:** Cleanups and restoration activities will take place at sites throughout Pacifica and along the coast (map of activities can be viewed at [www.pacificabeachcoalition.org](http://www.pacificabeachcoalition.org)).

Celebration will be held at the south parking lot of Pacifica State Beach, Pacifica, California.

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.*