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**PACIFICA'S CITYWIDE EARTH DAY OF ACTION 2013 TOOK "A BITE OUT OF LITTER"
CELEBRATING SHARKS AND HONORING EARTH HEROES ON SATURDAY, APRIL 20th**

Thousands of Volunteers of All Ages Heeded the Call to Action Restoring Coastal Habitat at More Than 50 Sites Across Pacifica and Celebrated Mother Earth Alongside 45 Environmental and Community Booths at the Post Cleanup Festival on Pacifica's Linda Mar State Beach

(Pacifica, CA – April 21, 2013) — 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 festival, the 9th of its kind and one of the largest rallies to protect and preserve the local environment recorded in this coastal town.

Thousands of volunteers 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. Volunteers removed over 30 cubic yards of green waste and just under 20 yards of trash and 20 yards of recyclables 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, "Take a Bite Out of Litter" honored the shark, one of the ocean's most misunderstood sea creatures. In the week leading up to Saturday's community day of action, special educational presentations were held at 12 school assemblies highlighting sharks delivered by Bay Area Shark Conservationist David McGuire, director and founder of Sea Stewards and Chris Pincetich of Turtle Island Restoration Network. During the presentation at Terra Nova High School, 300 freshman students took the Shark Hero Pledge: "to conserve the natural resources of the Earth and ocean, to learn more about sharks, to pick up litter and reduce their use of plastic, to show respect for nature and all living things, and to use their voice to speak up for the environment." "We reached nearly every school in Pacifica this week talking about sharks and threats to the ocean, including solutions like reducing marine debris," said McGuire.

Out on Sharp Park Beach, grade school teacher April Regalado led her class on a beach cleanup. "Working with PBC is a perfect fit for helping teach kids about reducing waste, about sea life, and about getting out and making a difference," said Regalado. "It just gives you a great feeling, you really did something good for the Earth and for ourselves. And the kids love to get outside!," added Regalado. Volunteer Jean Wood, whose granddaughter is in Mrs. Regalado class, stressed how much she appreciated educators such as Mrs. Regalado inspiring our children to be guardians of the Earth. "Teaching them when they're young is so important, so they will carry on with this," she added.

At the Pacifica Gardens site, volunteers spent the morning tending to the garden which has its roots as a local food movement. "Local gardening is a great way to teach kids how food is grown, how to reduce our carbon footprint, how to reduce the use of chemical fertilizers, and how to eat healthier," said Loretta

O'Brien, project director and garden manager.

Pacifica 4H member and volunteer Liz Murtaugh joined the cleanup at the Mussel Rock site to protect wildlife. Since moving to Pacifica four years ago, living near the ocean has awakened her passion to become the catalyst to call for the change in trash and recycling containers around the city. Since her first experience tending to Mussel Rock, she has noticed a big improvement in the reduced amount of trash at the site. "I attribute that to 4H and the collaborative effort with the PBC here. It's changed from a dump site overflow to a place that people proudly call a beauty spot," added Murtaugh.

At Lakeside Avenue, volunteer Mary Bier led a group at a special place that honors her nephew. "The PBC has really been making an impact, helping to prevent littering through education all year long," as she observed what little litter there was to clean up at her site. While volunteer Renee Coleman tended to the Esplanade Beach site. "Getting trash out of the ocean and respecting the Earth is why I care about the environment" said Coleman.

At the Linda Mar State Beach site led by long-time captains Jim Fithian and Ana Garcia, Pacifica's Earth Day 2013 Festival 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 Festival could not have been possible without the support of the folks in the city's Planning, Parks Beaches & Recreation, and Public Works departments working in collaboration with PBC volunteers Ian Butler, Mitch Reid, Paula Teixeira and Mandy Hall, and our sponsors," said Adams.

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

- Festival attendees were entertained by the sounds of Matt Jaffe & the Distractions, Celia Malheiros and Drifting Sand, 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.
- 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 Assembly's *Certificates of Recognition* from State Senator Jerry Hill including Pacificans Jim Poket, Ana Garcia, Jim Fithian, Cub Scout Pack 256, Ingrid B Lacey School students, Ocean Shore School students, Pacifica 4-H, Pacifica 4-H Million Tree Project, Mitch Reid, Ian Butler, Greg Cochran, the Pedro Point Surf Club and Rugger Ardizoia for their dedication, leadership and passion to restore, protect and preserve our coastal community through a variety of invaluable ways.
- Local dignitaries Assemblymember Kevin Mullin, San Mateo County Supervisor Don Horsley and Pacifica's Mayor Len Stone as well as *Whale Wars'* Lincoln Shaw addressed a united community including businesses, community groups and families encouraging attendees to continue to be a part of the solution.
- Pacifica Land Trust President Mike Vasey honored Pacifican Mitch Reid for his tireless collaborative leadership on "The Peoples Tunnels" project and passage of Measure T (1996) to save Montara Mountain representing a huge environmental success made possible by the grassroots effort of hundreds of volunteers from Pacifica and the San Mateo County coast. .
- Volunteers removed truckloads of invasive weeds from Devils Slide, Rockaway Bike Path and the empty lot next to Lovey's Tea Shop. Scores of people took to the streets to clear out litter, cigarette butts, and debris while others helped plant vegetables at Sanchez Library and Pacifica Gardens.
- Mazzetti's Bakery provided the ceremonial cake and Starbucks provided coffee for all volunteers. Recology of the Coast provided the dumpsters and waste removal.

The PBC's Earth Day of Action Event & Festival was sponsored by the City of Pacifica, County of San Mateo, North Coast County Water District, Recology of the Coast, Pedro Point Surf Club, Pacifica's Environmental Family, Safeway, and Pacific Manor Paint & Hardware.

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