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## Calling all businesses for Earth Day

By *Pacifica Tribune*

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Pacifica Beach Coalition says, "what's good for the environment is good for business" and hopes all Pacifica businesses will take part in Earth Day and see immediate results.

First impressions really do matter and trash scattered outside of your business sends the wrong message to your customers, visitors, and the community at large.

Pledge now to take action for Earth Day and help Pacifica become the cleanest place on earth and a great place to shop. And have your efforts recognized by the general public by registering your Earth Day participation with the Pacifica Beach Coalition at [PickItUpPacifica@gmail.com](mailto:PickItUpPacifica@gmail.com) (<mailto:PickItUpPacifica@gmail.com>)

For Earth Day, the Pacifica Beach Coalition is urging local businesses to help clean up Pacifica in a few easy steps that will have a massive positive impact on the health of the environment and your company's image as well.

Here's the simple three-step process to get involved:

- 1) Take action. Figure out ways to reduce the amount of waste your business is creating while also cleaning up the garbage in the front and back of your business location. Plant flowers or add potted plants to the outside of your business location creating an attractive appearance wherever possible. Provide a solution: Furnish the outside of your location with garbage cans and cigarette ash trays to prevent loose trash from piling up around your business and tarnishing its image.
- 2) Show citizens your support of the environment by financially donating \$35 to PBC before April 5. Every business who donates this money will get a business card ad in the Pacifica Tribune's Earth Day issue on April 17. And every business that pledges to take action gets listed in this same double page ad which will be paid for by the PBC.
- 3) Be an Earth Hero every day. Pledge to continue these actions daily/weekly/ or monthly throughout the year and really make your mark in the community as a business that truly cares about the environment.

There are countless ways to get involved and these are just a few ways to get started but be creative.

With the plastic bag ban coming up on April 23, now is the perfect time to ease your customers into this new era of environmental stewardship. Embrace the opportunity to reduce plastic bag waste. Provide signs reminding customers about the ban on your doors and by the registers. Let them know how this will help the environment, the turtles and the sharks. Remember, every day is Earth Day and every action is a choice.

Since 2006 many businesses throughout Pacifica have joined this Pacifica Beach Coalition campaign for Earth Day and their store fronts (and backs) show striking improvements. Cleaning up isn't always a fun job, but on Earth Day, April 20, it promises to be a rewarding job that we all should be proud of. Together, over the years we have changed the amount of litter in Pacifica. While there still is litter, the ranks of businesses and volunteers helping to reduce it are growing and growing.

-- Jessie Mulcahy,

PBC member

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