



PACIFICABEACHCOALITION.ORG

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**THE 10th ANNIVERSARY OF EARTH DAY OF ACTION & ECOFEST IN
PACIFICA WILL MAKE "LITTLE THINGS MATTER" AND CELEBRATE
THE WESTERN SNOWY PLOVER ON SATURDAY, APRIL 26th**

**9:00-11:00 am Clean Ups @ Citywide Sites
11:30 am-3:00 pm EcoFest @ Linda Mar Beach**

(Pacifica, CA – April 21 2014) — The Pacifica Beach Coalition (PBC), in partnership with the community and City of Pacifica, invites volunteers of all ages and walks of life to join in celebrating the 10th annual Earth Day of Action clean up, education and EcoFest festivities in Pacifica. The annual citywide day of action is dedicated to building community, cleaning up litter and restoring the native landscape of the San Mateo County coast at organized sites from Pillar Point to Mussel Rock and along the highway and streets from Highway 35 to the coast. Last year, 8,500+ volunteers, including over 150 community groups and 125 businesses, removed over 15,000 pounds of trash, recycles, and green waste from beaches, highways and waterways.

“We’re excited to reach even more people and highlight that little things matter when taking care of our environment,” said Lynn Adams, president of the PBC. “Litter is a global problem impacting our community and finding its way into the ocean greatly impacts shorebirds, marine life and the health of our ocean. The event is only one of a few in the Bay Area uniting the entire community including businesses, churches, community groups, families, and schools to be a part of the solution,” said Adams. In 2013, the event reached its greatest achievement with a 50% drop in litter, a 75% drop in recycling, and a 200% increase in greenwaste. “Less litter translates to more opportunities to increase native habitat restoration, an activity that is equally important in protecting biodiversity and the health of our coastal landscape,” adds Adams.

Earth Day begins with organized "Action" — cleanups, habitat restoration and gardening (9 a.m. to 11:00 a.m.) at 50+ sites ranging from the streets to our creeks to our beaches, and culminates in a fun family-friendly free event, EcoFest at Linda Mar State Beach (11:30 a.m. to 3 p.m.). Starting at 9:00 am, volunteers can report to any site captain for bags and gloves and participate in the clean ups, or join the EcoFest at Linda Mar State Beach from 11:30 am -3:00 pm. Festival-goers are encouraged to walk, hike, bike, carpool or ride the free city shuttle to Linda Mar Beach due to limited parking. You can find the shuttle schedule at www.pacificabeachcoalition.org

In previous years, Earth Day of Action has highlighted local wildlife including the shark, whale and sea turtle. This year, the event will honor the Western Snowy Plover with the theme *Little Things Matter*. Attendees will have the opportunity to learn more about how they can do the little things that matter in

their everyday lives to help protect the Earth, our ocean, waterways, and beaches and the little Snowy Plover that is listed on the threatened species list. In that spirit, during its 10th anniversary, the PBC will launch two additions to EcoFest's program. The first, the "Unsung Earth Hero Award" in honor of late PBC member Cedric Collette whose tireless dedication to the PBC is the basis for receiving the award, will be bestowed upon an individual who has made a significant yet unrecognized and unwavering commitment to preserving and protecting Pacifica's environment. The second is the launch of the PBC's Tobacco Litter Reduction Education Initiative to continue public education to engage "Butt Busters" around the city to reduce tobacco litter continuing to pollute our beaches, streets, and coastline. The initiative will supplement the City of Pacifica's Smoke-Free Beaches (smoking ban on Linda Mar, Rockaway, Sharp Park, Esplanade beaches and Pacifica's Pier), and is made possible by a recently awarded grant from Keep America Beautiful's Cigarette Litter Prevention Program.

"Snowy Plover experts, Paul Donahue and Margaret Goodale are reaching more than 6,000 students directly in nearly every school in Pacifica this week educating about the snowy plover, our beaches and the ocean, and sharing solutions to reducing the threats to the shorebird's sandy dune habitat," said Adams.

The EcoFest program will include live music, entertainment, 40+ eco-booths, environmental education, volunteer Earth Hero appreciation, a circus, refreshments, and hands-on activities for all ages including Snowy Plover nest building station and photo booth, hula lessons, a petting zoo, face painting, ocean-themed bean bag toss, a whale walk and shark stroll, "Stow It, Don't Throw It," voter registration, and Segway demonstrations.

Presentations by local earth heroes include Pacifica's Poet Laureate Dorsetta Hale and Beth Terry, author of "Plastic Free," sharing how to kick the "plastic habit." Wildlife Biologist and Snowy Plover Expert Carleton Eyster of PointBlue.org will deliver the keynote address on protecting the Plover, a threatened species under the federal Endangered Species Act, a Bird Species of Special Concern in California, and the primary reasons for the declining Plover population.

ON STAGE

- **LIVE MUSIC** from Hanna Carter, Groovy Judy and Wall of Blues
- **ENTERTAINMENT** by the *Sardine Family Circus*
- **SPECIAL PRESENTATIONS** to and by our local Earth Heroes and other local, county and state dignitaries including Mayor Pro Tem Karen Ervin, San Mateo County Supervisor Don Horsley, California State Assemblymember Kevin Mullin and California State Senator Jerry Hill

"If you can't attend, we encourage citizens of the Bay Area to clean up their own communities, do the little things that matter, and celebrate the Earth and snowy plovers wherever they live. We can all be part of the solution by doing the little things that matter and in Pacifica we are doing it collectively as a community to care for the earth," added Adams.

The 2014 Earth Day of Action & EcoFest sponsors are: Bay Area's Cox Conserves Heroes Award Program; California Coastal Commission; Castle Kitchen & Bath; County of San Mateo; Mazzetti's Bakery; North Coast County Water District; Our Children's Earth Foundation; Pacific Manor Ace Hardware; Pacifica Tribune; Pacifica's Environmental Family; 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

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