

[Home](#) » [Story](#)

Pacifica's city wide Earth Day takes a 'bite out of litter Thousands of volunteers clean up more than 50 sites

By *Pacifica Tribune*

POSTED: 04/23/2013 05:01:40 PM PDT |

0 COMMENTS

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 ninth of its kind and one of the largest rallies to protect and preserve the local environment.

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 Devil's 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 Lynn Adams, of the PBC. "More people are properly disposing and picking up litter on a daily basis, and for that we are all grateful."

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 Regalado's class, stressed how much she appreciated educators such as 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,

Click photo to enlarge



Jane Northrop - staff photo Ellie Beauchamp and Anthony Smith examine seeds... (Jane Northrop)

1 2 3 4

MOST POPULAR **(/POPULAR)**

R) HOUR (/POPULAR) NEWS (/POPULAR)

SPORTS (/POPULAR) [BIZ \(/POPULAR\)](#) A&E (/POPULAR)

EMAIL (/POPULAR) LIFE (/POPULAR)

[Silicon Valley's high-tech firms battle for low-tech ad space](#)
(http://www.mercurynews.com/business/ci_26986336/silicon-valleys-high-tech-firms-battle-low-tech?source=most_viewed)

[United Airlines extends onboard streaming to Android devices](#)

(http://www.mercurynews.com/business/ci_26988132/united-airlines-extends-onboard-streaming-android-devices?source=most_viewed)

[Poll: Flight crowding seen as no rationale for Knee Defenders](#)
(http://www.mercurynews.com/business/ci_26986356/poll-flight-crowding-seen-no-rationale-knee-defenders?source=most_viewed)

[Flash boys invade Treasury bond market in new era of volatility](#)
(http://www.mercurynews.com/business/ci_26986345/flash-boys-invade-treasury-bond-market-new-era?source=most_viewed)

» [More most-popular business stories \(/popular#popular-business\)](#)

San Jose Local Guide
(<http://mylocal.mercurynews.com>)

Featured Businesses

Avenidas

(<http://mylocal.mercurynews.com/palo-alto-CA/community/senior-housing/Avenidas->

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. 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 longtime 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," 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. Lacy 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.
- Local dignitaries Assemblymember Kevin Mullin, San Mateo County Supervisor Don Horsley and Pacifica's Mayor Len Stone 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, the coast and San Mateo County.
- Volunteers removed truckloads of invasive weeds from Devil's Slide, Rockaway Bike Path and the empty lot next to Lovey's Tea Shop.
- Scores of people took to the streets to clear them of litter, cigarette butts, and debris while others helped plant vegetables at Sanchez Library and Pacifica Gardens.
- Mazzetti's Bakery provided cake for all volunteers and Starbucks provided coffee. 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, Safeway, and Pacific Manor Paint & Hardware.

For more information, visit www.pacificabeachcoalition.org (<http://www.pacificabeachcoalition.org>)

Editor's Note: More photos and stories about volunteers and their clean-up efforts in next week's Tribune.

650-289-5400)

EZ Coin-Op Laundromat

(<http://mylocal.mercurynews.com/san-jose-CA/clothing/laundry-and-dry-cleaning/EZ-Coin-Op-Laundromat-408-259-8534>)

EZ Coin-Op Laundromat

(<http://mylocal.mercurynews.com/san-jose-CA/clothing/laundry-and-dry-cleaning/EZ-Coin-Op-Laundromat-408-298-9274>)

Derek Deaton

(<http://mylocal.mercurynews.com/los-gatos-CA/real-estate/real-estate-agents/Derek-Deaton-408-422-7408>)

Mezcal Mexican Cuisine & Mezcal Bar

(<http://mylocal.mercurynews.com/san-jose-CA/restaurants/bar-food/Mezcal-Mexican-Cuisine-and-Mezcal-Bar-408-283-9595>)

Find San Jose Attractions

Search for a business

Search by keyword or Zip



Add your business here +

(http://mylocal.mercurynews.com/#add_busi)