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[EVENT PHOTOS](#)

## BAY AREA'S LARGEST EARTH DAY of ACTION AND CELEBRATION: Saturday, April 21st - on the coast, Pacifica, CA

March 2018 – *Pacifica, CA* – On April 21st, the Pacifica Beach Coalition (PBC), in partnership with the City of Pacifica and its residents, will be hosting its 14<sup>th</sup> Annual Earth Day Celebration, the largest Earth Day cleanup in the entire Bay Area. From 9:00am to 11:00am, with the help of over 7,500 volunteers and 150 community groups, the organization will be cleaning up areas all along the San Mateo Coast including beaches, streets, lots, and parks. Following the action, the public is invited to attend the EcoFest, a large celebration and educational event in honor of Earth Day held at Linda Mar State Beach (So. Lot) in Pacifica from 11:00am to 2:30pm.

This annual day of action is dedicated to cleaning up litter both on the shores and in the surrounding area, restoring the native habitat, and building community among the volunteers. The PBC has expanded their Earth Day efforts to Tunitas Creek, Pillar Point, Montara and Gray Whale Cove in the South to Mussel Rock in the North as well as all of the City of Pacifica from Highway 35 to the coast. Since 2005, the PBC's Earth Day efforts contributed to the removal of over 100,000 pounds of waste and well over a million cigarette butts from entering the ocean.

"Litter, sea level rise, warming oceans, loss of habitat are all growing global problems impacting our community," says Lynn Adams, president of the PBC. "Ignoring these challenges won't help but taking action will. So for Earth Day we invite everyone to step outside to join us with action and education. This year on Earth Day and all year long, PBC will honor, dedicate all work, learn about and educate volunteers about Sea Stars. They are another keystone species that keeps the tidal communities healthy and they have just experienced a huge die off so they desperately need our help. *Sea Stars - Sea Change*. What impacts the tidal communities and affects Sea Stars as well as all marine life and the health of our ocean? Come learn about this and do something positive to help," said Adams.

The PBC's morning of Action and EcoFest are family friendly and open to all ages. From picking up litter to restoring native flora to enjoying the EcoFest of environmental booths, live music and entertainment at the beach, everyone in the family can find something that they will enjoy. The PBC encourages everyone to volunteer and would love the extra help. In addition, the EcoFest features family activities, a petting zoo, food, Bay Area Surf band, Frankie & the Pool Boys and musical duet the Flying Salvias, a youth jazz band, and guest speaker Rob Cala, Ranger, Fitzgerald Marine Reserve about Sea Stars and Edward Humes, Pulitzer prize winning author, *Garbology* about the 102 ton legacy of trash per person created in our lifetime.

More information: [www.pacificabeachcoalition.org](http://www.pacificabeachcoalition.org). **EVENT PHOTOS:** <https://photos.app.goo.gl/FbVEhUFEzQzo7>

This event is organized by the Pacifica Beach Coalition and supported by Recology of the Coast, City of Pacifica, County of San Mateo, Pedro Point Surf Club, North Coast County Water, First National Bank, Peninsula Clean Energy, and Safeway.

Free Parking and shuttle to and from the EcoFest site at Cabrillo School, 601 Crespi Drive, Pacifica, CA

**About the Pacifica Beach Coalition:** The Pacifica Beach Coalition is dedicated to preserving the ocean, restoring the coastal habitat, and ending litter through advocacy, education, community building, and citizen action. For more information, visit us at [www.pacificabeachcoalition.org](http://www.pacificabeachcoalition.org) or on our Facebook page, <https://www.facebook.com/PacificaBeachCoalition>.

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If you would like more information or to schedule an interview with Lynn Adams, you can reach her by phone (415-309-5856) or email ([lynn@pacificabeachcoalition.org](mailto:lynn@pacificabeachcoalition.org)).