



## **The Bay Foundation Launches “25 Days to Love the Bay” Dec. 1 Video-a-Day Shares Santa Monica Bay Stories from Surfers, an Architect, an Aquarium Director, Kids, Models & More**

(Los Angeles, CA – December 3, 2013) On December 1<sup>st</sup>, The Bay Foundation (TBF) launched a celebration of the Santa Monica Bay titled “25 Days to Love the Bay”. Daily through December 25<sup>th</sup>, one new video will be highlighted on TBF’s Facebook and Twitter pages. Each video reveals a story about the Bay as told by people who feel a strong connection with the area—from professional surfer Alex Gray to architect David Hertz, from 7-year old Jasper to the Earth Angels to radio host Frances Anderton.

“We couldn’t think of a better end-of-year gift than to share everyone’s love for the Bay,” states Shelley Luce, TBF Executive Director. “So many people were so eager to share their particular story, and these videos beautifully express the variety of ways that the Bay has helped inspire and shape—or are shaping, for the young children—their lives. We hope anyone looking at these will be inspired to post their own story on our Facebook page!”

The videos were collected in connection with the Foundation’s 25<sup>th</sup> Anniversary celebration this Fall and they average about one-and-a-half minutes in length. They will be posted at:

- Facebook: Santa Monica Bay Restoration Foundation, <https://www.facebook.com/pages/Santa-Monica-Bay-Restoration-Foundation/130999036940840?ref=hl>
- Twitter: @SMBRF, <https://twitter.com/SMBRF>

Here are a few teasers:

“Going fishing with my father [in the Santa Monica Bay]—I started at 5 years old, I’ve been going ever since—that’s what got me inspired. And when you’ve been doing it that long...of course I’m catching fish, but also I want to protect the fish.” - Larry Fukuhara, Program Director, Cabrillo Marine Aquarium

I just pick [trash] up...it’s not a big deal. It’s EASY actually; everyone should help clean the ocean.” - Jasper, age 7

"The ocean is a place you can go off the terrestrial and have a referential view and be amazed by how few people are in the Santa Monica Bay." - David Hertz, Architect

"I spend time with [my 2 year old] in the LA River, and she knows what it is and how to interact with it. And that's been really a difference in my life, to see nature in the river, this local amenity, through the eyes of a two-year old." - Miguel Luna, Executive Director, Urban Semillas

"I try as much as I can to bring kids down to the beach and let them experience it, because I think they'll develop that same kind of love and respect for the ocean." - Joseph Geever, Environmentalist

"I like swimming at the beach very much...it's my very favorite thing at the beach. I learned not to be scared under big waves." - Thalia, age 6

"Our [Santa Monica] pier becomes this kind of multi-layered wonderful cultural destination, so the more I talk to you the more I realize that the Pier is completely integrated into my life." - Frances Anderton, KCRW "DnA"

### **About The Bay Foundation (TBF)**

The TBF is a 501(c) 3 non-profit environmental group founded in 1990 to restore and enhance the Santa Monica Bay (from the LA-Ventura county line to the Palos Verdes Peninsula) and local coastal waters. The Foundation is the non-profit partner of the Santa Monica Bay Restoration Commission, raising and expending funds for research, education, planning, cleanup efforts and other priorities identified in the Commission's *Santa Monica Bay Restoration Plan*. As advocates for the Bay, TBF works collaboratively with a broad group of stakeholders, including government agencies, industry, environmental groups, and scientists, to implement innovative policies and projects that clean up the waterways, create green spaces and natural habitats in the Los Angeles region. The TBF conducts research and mentors student intern and volunteers through its Center for Santa Monica Bay Studies at Loyola Marymount University.

([www.santamonicabay.org](http://www.santamonicabay.org))

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