



For Immediate Release

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The Bay Foundation Names Tom Ford as New Executive Director

(Los Angeles, CA – June 10, 2014) Tom Ford has been named Executive Director of The Bay Foundation (TBF). Not a stranger to TBF, Tom has served as the Foundation's Director of Marine Programs for the last four years, initiating and guiding key projects, garnering top grants, and bringing diverse groups together to protect and ensure clean water and a healthier environment for the Southern California coast. Prior to joining TBF, Ford served as Executive Director for Santa Monica Baykeeper. Ford is best known for his leadership in the study and restoration of kelp forests in Santa Monica Bay.

As science-based advocates for the Santa Monica Bay—which stretches from the LA-Ventura county line in the north to the Palos Verdes Peninsula in the south—and its watershed, TBF works with a broad group of stakeholders to create and put into action innovative policies and projects that clean up our waterways, create green spaces in urban areas and restore natural habitats both on land and underwater.

"Tom's is a lifetime of scientific study and action dedicated to the ocean's health, which fits perfectly with The Bay Foundation's mission. And the fact that he's been with us for a number of years makes it clear that Tom knows and believes in The Bay Foundation and its goals," states TBF Board President Laurie Newman. "Tom is also a strong leader, a collaborator and will be able to hit the ground running."

"I am honored to have been named the Executive Director," says Ford. "TBF's work is the nexus of science, policy and project implementation, which is a dream job for an ecologist, like me, working on the pressing environmental issues of our time."

With an M.A. from UCLA in Marine Ecology and a B.A. from the University of Rhode Island in Biology, Ford has been engaged in the study of kelp forests since he moved to Los Angeles in 1998. Aerial mapping of boats, abalone genetics and disease risk management, sea urchin gonad indices development, and SCUBA based biological monitoring of Marine Protected Areas are other recent projects. Ford also serves as part time faculty at the Fred Seaver College of Science and Engineering at Loyola Marymount University.

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Ford adds, "I look forward to continuing to work with our partners and stakeholders to achieve a healthy and sustainable environment for the residents and visitors of Santa Monica Bay and the neighboring communities."

Ford also serves on the CA Department of Fish and Game Oil Spill Prevention and Response Technical Advisory Committee and The City of Santa Monica's Clean Beaches Clean Oceans Committee. He is member elect to the Southern California Academy of Sciences Board of Directors. Ford's background spans the Atlantic Seaboard where his research on sea turtles involved nesting beaches, aerial surveys and coastal dredging projects. As a Commercial Shell Fisherman in Rhode Island he developed his deep appreciation for the work and industry that is derived from our coastal waters.

In addition to publishing in numerous scientific journals, Tom has become a consistent and trusted resource for the media, including the Los Angeles Times, Vanity Fair, National Geographic, ECO Magazine, AlertDiver, Voice of America, KPCC, KCRW, KLOS, ABC7 TV, and City TV (Santa Monica).

About The Bay Foundation (TBF)

The Bay Foundation, also known as the Santa Monica Bay Restoration Foundation, 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. TBF conducts research and mentors student intern and volunteers through its Center for Santa Monica Bay Studies at Loyola Marymount University. (www.santamonibay.org)

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