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Calling all Santa Monica Bay Residents & Recreators to #ToastTheCoast for 'National Estuaries Week', Sept. 20-27

Los Angeles, CA (September 11, 2014) – Starting September 20 and running through September 27, The Bay Foundation (TBF) invites *everyone* to celebrate Santa Monica Bay as part of National Estuaries Week. Estuaries are the vibrant coastal areas where rivers meet the sea, and people all around the U.S. will be participating. Santa Monica Bay, our estuary, is the birthplace of surf culture, supports fisheries, and is visited by tens of millions of people every year. TBF hopes everyone shares their own special connection with the Bay through their social media of choice during this week, and posts pictures of or relating to Santa Monica Bay, tagging all posts with **#ToastTheCoast**.

Anyone who lives, works, or recreates anywhere between the Ventura county line and Palos Verdes Peninsula in the 266 square miles of coastline and ocean is part of this celebration!

Besides posting personally, another option is to follow The Bay Foundation's [Facebook](#), [Twitter](#) (@SMBRF) or [Instagram](#) (@thebayfoundation) and "share", "like" or repost/re-Tweet any of our **#ToastTheCoast** items.



During National Estuaries Week—which coincidentally launches on international Coastal Cleanup Day—TBF encourages everyone to visit their favorite coastal places including the beaches, creeks, and ocean of Santa Monica Bay, as well as the Ballona Wetlands Ecological Reserve (limited access, check for tours), to celebrate our estuary. The week provides a great opportunity to learn more about these special places and how everyone can help protect them.

The Bay Foundation—as a member of the EPA's [National Estuary Programs](#)—and its partners
www.SantaMonicaBay.org



enact innovative, science-based solutions that improve our water quality, enhance our watersheds, and conserve and rehabilitate natural resources protecting the Bay's benefits and values.

NEW is the nation's largest volunteer event for [estuaries](#) in our country, and this year marks the 26th anniversary of the first National Estuaries Day. This year's NEW is focusing on the connections between our estuaries and our economy. With growing concern about our nation's financial health, it is important to recognize the value that protecting and restoring our estuaries delivers to our national economy. In fact, coastal counties provide more than half the nation's gross domestic product and support more than 69 million jobs—that's about 40% of US employment!

National Estuaries Day is supported by Restore America's Estuaries, the National Oceanic and Atmospheric Administration, the Environmental Protection Agency, the National Estuarine Research Reserve Association, the Association of National Estuary Programs, and countless other associations and agencies.

More information can be found at <http://www.estuaries.org/national-estuaries-day.html>

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.santamonica.org)

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