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The Bay Foundation Highlights Volunteer Opportunities, Program Details, & Research on New Website

Los Angeles, CA (September 26, 2014) – The Bay Foundation (TBF) launched its new website recently, a more thorough, easy-to-read and visually-engaging presentation of the organization that announced a new Executive Director in June and its new shortened name last Fall. The website—www.SantaMonicaBay.org—focuses on a combination of rich media, volunteer / intern opportunities, social media, and several ways to connect to the organization’s work from the home page.

Highlights of the new website include:

- More complete information on each of TBF’s programs (Rivers & Streams, Coastal Wetlands & Lagoons, In the Ocean, Clean Boating, Green Neighborhoods, Clean Bay Eats), and numerous projects within those (i.e. Kelp Restoration, Rainwater Harvesting and Honey Pot Day, etc.)
- Volunteer opportunities across each program, as well as Internships, along with easy sign-up for inquiries
- Publications, Reports and Research Papers clearly categorized
- Staff and bios easily accessible
- New Media Center with sampling of staff expertise, press releases and news items
- Social media engagement opportunities

“The new website invites a broader audience to connect with and learn the breadth of the work we do at The Bay Foundation with our many and diverse partners,” states Tom Ford, TBF’s Executive Director. “As we increase our visibility across the many projects we work on to benefit Santa Monica Bay’s health, we feel it is important to share and educate about some of the *positive* environmental change happening amidst everything we read or see on TV.”

The website, <http://www.santamonicabay.org/>, was designed by S. Groner Associates, Inc.

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.santamonicabay.org)

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www.SantaMonicaBay.org