



FOR IMMEDIATE RELEASE

Contact: Julie Du Brow, Communications
310-922-1301
jdubrow@santamonicabay.org

The Bay Foundation's 3rd Annual Coastal Connections Event Celebrates Beaches & Bay at Pacific Park, Sept. 28, 2017

Tickets On-Sale Now

Los Angeles, CA (August 29, 2017) – On Thursday, September 28, from 5:30pm – 8:30pm, [The Bay Foundation](http://www.santamonicabay.org) (TBF) will host its **3rd Annual Coastal Connections** fundraiser at a customized venue in Pacific Park on the Santa Monica Pier. The family friendly event will celebrate everyone's connections with the coast, featuring a 360-degree virtual reality experience of the Santa Monica Beach Restoration Project and exploration with TBF's new unmanned submarine *R2Deep2* (on hand). The event will include a delicious buffet and bar, sketch artists, passes for all the rides and games, and more! Tickets are on sale now, please visit www.santamonicabay.org or click [HERE](#).

TBF will be recognizing these special honorees:

- The must-see film "**A Plastic Ocean**", which vividly depicts the global plastic pollution crisis.
- **Loyola Marymount University (LMU)**, TBF's research partner in the Center for Santa Monica Bay Studies since 2008, which conducts studies to understand pollution and environmental issues through student and faculty engagement.
- The **Pasadena and Santa Monica Patagonia Stores**, which have been so supportive via grants and dedicating employees to TBF's restoration efforts.

"Since 1909 the Santa Monica Pier has supported millions of us. It allows us to walk above the waves, enjoying the sunshine, ocean air, and the laughter of friends and family. Similarly, The Bay Foundation supports millions of us as we work to restore life and resilience to our coast, protect public health and explore," states TBF Executive Director Tom Ford. "Our honorees have been selected based on their impressive and ongoing dedication to coastal environmental issues through the arts, academic research, and positive commerce. We think you'll be inspired and we welcome your support. Please bring your family and friends to the pier on the 28th to find out more, experience us, and have a great time making new connections to the people and coast that make LA our home."



TBF's Honorees

Since its release at the end of 2016, "**A Plastic Ocean**" film has been screened in over 60 countries, and has been called "The most important film of our time" by Sir David Attenborough. Filmed with beautiful and chilling detail in 20 locations worldwide, "A Plastic Ocean" shows the consequences of our global disposable lifestyle (i.e. *worldwide, we use an estimated 1 trillion plastic bags each year - nearly 2 million a minute - with the use time of a typical bag just 12 minutes*). The film's hosts investigate how our addiction to plastic is impacting the food chain, how that is affecting each of us through new and developing human health problems, and introduce us to workable technology and policy solutions that could begin to address the issue.

The **Frank R. Seaver College of Science and Engineering at LMU** and TBF established the Center for Santa Monica Bay Studies to engage in multidisciplinary research on environmental and social issues affecting Santa Monica Bay and its watersheds and to contribute to policies and actions that improve the environmental condition of the Bay. This successful partnership has produced research studies, student internships, annual symposiums and *Urban Coast* journals. Over 2,000 people have participated in the Center completing over 18,500 hours across all the projects. Undergraduate and graduate students completed 70 units of credit from 60 distinct Universities (from the US and internationally).

Located across town from each other, the **Santa Monica** and **Pasadena Patagonia stores** have supported TBF's mission through different programs. The Santa Monica store continues to provide staff, two at a time, volunteering hundreds of hours to restore LAX Dunes, the largest of their kind in southern California. The Pasadena store has provided grants to TBF's Clean Bay Certified program, which works with restaurants on additional pollution prevention practices beyond the stormwater permit requirements these restaurants have already committed to.

The Honorary Host Committee reflects a number of elected officials who have shown commitment to the environment, working to ensure clean water and a healthy region for the future. The Honorary Host Committee includes U.S. Congressman Ted W. Lieu, State Senator Ben Allen, Assemblymembers Autumn R. Burke, Richard Bloom and Sebastian Ridley-Thomas, Supervisor Sheila Kuehl, City of Los Angeles Mayor Eric Garcetti, City of Santa Monica Mayor Ted Winterer, and City of Los Angeles Councilmembers Mike Bonin and Paul Koretz.

To date, Coastal Hero sponsors include LMU, Pacific Park and Robin Berkovitz & Laurie Newman; Coastal Leaders include Friends of Ballona Wetlands, Gibson, Dunn & Crutcher LLP, the Hon. Mel Levine, SKYSOURCE, and SoCalGas; and Coastal Hosts include McGowan Consulting and Kathryn & George Vernez. The event will feature Greenbar Distillery and SkySource water. For sponsorship, please contact

jdubrow@santamonicaabay.org. For more **information and to reserve tickets**, please

www.SantaMonicaBay.org



[CLICK HERE](#) or visit www.santamonica.org.

About The Bay Foundation (TBF)

The Bay 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. The TBF conducts research and mentors student intern and volunteers through its Center for Santa Monica Bay Studies at Loyola Marymount University. <http://www.santamonica.org/>
###