



**MEDIA ALERT**

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## **The Bay Foundation's 13<sup>th</sup> Coastal Cleanup Day Event (Sept. 16) Will Clear Invasive Species, aka 'Trash' of the Plant World**

### **Two Volunteer Events Bookend 'National Estuaries Week'**

LOS ANGELES (September 6, 2017) – On Saturday, September 16, from 9:00am-12:00pm, The Bay Foundation (TBF) will host its 13th Annual Coastal Cleanup Day (CCD) event. TBF is returning to the LAX Dunes, the area between LAX and El Segundo beaches, to remove invasive species of plants. These invasive species trash the environment by displacing healthy and native species of plants. TBF and Friends of LAX Dunes (FOLD) are partnering to help restore Southern California's largest remaining coastal dune system. Registration is filling up fast. To volunteer, please visit <http://friendsofthelaxdunes.org/>. For questions, please contact [rabbott@santamonibay.org](mailto:rabbott@santamonibay.org).

Last year, TBF's LAX Dunes event drew 130 volunteers who collected over 3,500 pounds of invasive vegetation. TBF's event is part of the greater annual CCD, which draws over 20,000 volunteers to events across L.A. County. CCD is an international event with over 90 countries around the world participating, making it one of the largest volunteer efforts on the planet.

CCD also coincides with the launch of National Estuaries Week (NEW), which increases awareness of estuaries—the vibrant coastal areas where rivers merge with the sea—and the federal programs that support them. TBF, as a member of the US EPA's National Estuaries Program, helps educate about the connection between the watersheds that feed into Santa Monica Bay. NEW will close with a TBF [volunteer day at Malibu Lagoon](#) on Sept. 23<sup>rd</sup>. TBF encourages everyone to take part in the national #EstuariesWeek social media campaign by posting their pictures from such events throughout the week.

"We love working at the LAX Dunes, it's always a rewarding day at the largest expanse of coastal dunes that remains in Southern California. The potential for the restoration work is huge, and the view of the Bay is spectacular," says Tom Ford, TBF Executive Director. "And it's perfect that this kicks off National Estuaries Week, which highlights natural systems that are vital to our coastal lifestyle, tourism, economy and protection. We hope everyone either joins us or finds another outing to support and appreciate what makes L.A. so special."



Both CCD and NEW encourage getting outside and enjoying our beaches, estuaries and all waterways. California CCD began in 1985—following the first such event in Oregon in 1984—to combat the increasing marine debris along our shorelines, and is coordinated in Los Angeles County by Heal the Bay in conjunction with the California Coastal Commission (statewide) and the Los Angeles County Department of Beaches & Harbors.

NEW is the nation’s largest volunteer event for [estuaries](#) in our country, and this year marks the 29th anniversary of the first National Estuaries Day in 1988. Almost 30 years later, we have even more evidence that estuarine ecosystems

- serve as natural barriers to buffer against storms and floods (such as the recent Hurricane Harvey), absorb and store carbon, and provide critical habitat for commercial and recreational fisheries; and
- bring tangible value to our national economy. Coastal counties provide more than half the nation’s gross domestic product and support more than 69 million jobs—that’s about 40% of U.S. employment!

Coffee, water and snacks will be provided with a raffle concluding the event. Chipotle will provide food vouchers for all volunteers.

TBF’s Coastal Cleanup Day will be funded by a grant from the State Coastal Conservancy.

### **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.santamonicabay.org/>

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