



FOR IMMEDIATE RELEASE

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Save Our Shores Honors Local Ocean Heroes at the 2011 Toast to the Coast Fundraiser

(August 3rd, 2011) Santa Cruz, CA - [Save Our Shores](#), the leader in ocean awareness, advocacy, and citizen action on the Central Coast, is pleased to announce the recipient of their annual Ocean Hero award, as well as the winners for Business of the Year and Volunteer of the Year for 2011.

The 2011 Save Our Shores Ocean Hero award goes to **Dan Haifley**, whose leadership on ocean issues for the Central Coast spans over 30 years. Dan served as Executive Director of Save Our Shores from 1986-1993, at which time he helped to establish the federally protected Monterey Bay National Marine Sanctuary. Dan currently writes Our Ocean Backyard, a weekly column covering oceanic issues, as well as serves as Executive Director of the O'Neill Sea Odyssey, where he provides hands-on marine education opportunities for our youth. Save Our Shores is honored to award Dan Haifley as the **Ocean Hero of 2011**.

The Save Our Shores Business of the Year award goes to **Charlie Hong Kong** for eliminating single-use plastic bags, for their continuous efforts to increase their businesses sustainability practices, and for spreading the Bring Your Own philosophy to residents and visitors of Santa Cruz.

The Save Our Shores Volunteer of the Year award goes to **Scott Malsom** for his dedication to ocean conservation on Monterey Bay, his years of leadership and service as a Save Our Shores Sanctuary Steward, and his devotion to the organization through his new position on the Save Our Shores Board of Directors.

The award winners will receive special recognition at Save Our Shores' annual [Toast to the Coast](#) celebration on Sunday, August 21, from 5-9pm at Seascape Beach Resort in Aptos. Located on Seascape Beach with a backdrop of Monterey Bay, the Toast to the Coast fundraiser will feature a sustainable clambake dinner on the beach. A main highlight of the event is the Grand Prize Raffle which includes a week's stay in a luxury home on Kauai, a private sail for 48 people aboard the Chardonnay II, a 3-day SCUBA trip with Worldwide Diving Adventure, a week's stay in a 4-bedroom home with private dock on Lake Tahoe, and a year's supply of gift certificates to the Well Within Spa. Ticket holders do not need to be present to win.

Admission tickets to the Toast to the Coast are still available at: www.saveourshores.org/toast, as well as information on how to purchase Grand Prize Raffle tickets.

About Save Our Shores: Save Our Shores is the Central Coast leader in caring for the marine environment through ocean awareness, advocacy and citizen action. Our core initiatives are Plastic Pollution, Clean Boating, and Ocean Awareness. Over the last 30 years, Save Our Shores helped to establish the Monterey Bay National Marine Sanctuary, prevent offshore oil drilling and cruise ship pollution, and today focuses on educating youth about our local watersheds, tackling pollution on our beaches and rivers, implementing our renowned DockWalker program, and providing our community with educated and inspired Sanctuary Stewards. For more information visit: www.saveourshores.org.

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Caring for the marine environment through ocean awareness, advocacy and citizen action.