



**FOR IMMEDIATE RELEASE**

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### **Newly Formed Central Coast Sanctuary Alliance Pushes for a Plastic Bag-Free Monterey Bay**

**(December 14, 2010) Santa Cruz, CA** – For the benefit of the marine environment, [Save Our Shores](http://www.saveourshores.org) (SOS), the leader in ocean awareness, advocacy and citizen action on the Central Coast, recently announced a new alliance of twenty-four environmental organizations and counting around the Monterey Bay called the **Central Coast Sanctuary Alliance**. The goal of the Central Coast Sanctuary Alliance is to combat plastic pollution's poster child, the single-use plastic bag. This will protect the hundreds of species of marine animals that call the Monterey Bay National Marine Sanctuary home from suffocation or strangulation caused by plastic bag litter.

Through passage of local bans on single-use plastic bags, the Central Coast Sanctuary Alliance aims to provide a cleaner coastal environment for residents and visitors to enjoy, helping local businesses save money while saving the environment by discontinuing their use of single-use plastic bags, and lowering the cleanup costs incurred by local governments who must constantly deal with the burden and blight of plastic bag litter in our environment.

Member organizations of the Central Coast Sanctuary Alliance include Save Our Shores, Surfrider Monterey, Ecology Action, Defenders of Wildlife, Green Valley Action, Sustainable Pacific Gove, The Offset Project, Plastic Pollution Coalition, Surfer's Environmental Alliance, Clean Beaches Coalition, Surfrider Santa Cruz, Monterey Green Action, Sustainable Carmel Valley, Coastal Watershed Council, Ocean Revolution, The Clean Oceans Project, Return of the Natives, Citizens For Sustainable Marina, Sustainable Seaside, Big Sur Advocates for a Green Environment, Sea Studios, Buckminster Fuller Institute, Monterey Coast Keeper, and the Otter Project. Stay tuned to [www.saveourshores.org](http://www.saveourshores.org) for information and updates on this exciting, new Alliance.

Representatives from the Central Coast Sanctuary Alliance will be meeting with city and county officials in all local jurisdictions surrounding the Monterey Bay National Marine Sanctuary to present data on plastic pollution and encourage them to put forth a single-use bag ban modeled after the ban adopted by the County of Santa Cruz.

**Day Without a Bag** takes place this Thursday, December 16<sup>th</sup>, and Save Our Shores and the Central Coast Sanctuary Alliance are urging residents, businesses, and local leaders to take a stand against single-use plastic bags by going plastic bag-free on December 16<sup>th</sup>.

Here on the picturesque Monterey Bay, banning single-use plastic bags will become an economic support system for our flourishing coastal industries such as tourism and recreation, while providing protections for our fisheries, marine animals, and coastal environment from the ever growing problem of plastic pollution in our oceans.

#### **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](http://www.saveourshores.org).

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