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Printed on recycled paper using agri-based inks.

Save Our Shores participates in a program to replant an equivalent number of trees to replace the paper used in producing our newsletter. The trees are replanted in Central America and the Caribbean in a program managed by the non-profit organization, **Trees for the Future**. For more information go to: <http://www.treesfff.org/htm>. This service is provided locally by Community Printers in Santa Cruz.



The 2011 Toast to the Coast

Sunday, August 21 ■ 5 – 9 PM
Seascape Beach Resort ■ Aptos

Purchase entry tickets online and find out how to get your hands on some raffle tickets at saveourshores.org!

The Toast to the Coast, our annual fundraiser and celebration, will feature all the essentials this year — tasty food, wonderful people, locally produced beer and wine, and a show-stopping raffle — all overlooking a beautiful sunset on Monterey Bay. What's new is that the Toast will be a sustainable, sit-down, clambake dinner (with vegetarian options, of course) served right on the beach at the Seascape Beach Resort in Aptos!

Grand Prize Raffle tickets are on sale now for \$5 each. Don't miss your chance to win:

- a private sail on the Chardonnay II for you and 40+ friends
- a week's stay in a luxury, 3-bedroom townhome on the island of Kauai
- a 3-day SCUBA trip from Worldwide Diving Adventures
- a week's stay at a private cabin on Lake Tahoe's north shore
- a year's supply of monthly gift certificates to the Well Within Spa

This year's Toast to the Coast will honor Dan Haifley with our 2011 Ocean Hero Award, Scott Malson as our Volunteer of the Year, and Charlie Hong Kong as Business of the Year!



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At a Glance: The Star Spangled Beach Cleanup

162 volunteers gathered at 7 popular Santa Cruz County beaches on July 5th

1,125 lbs. of trash removed

229 lbs. of recyclables removed

1,359 = Total lbs. of pollution prevented from entering the Sanctuary in SC County

Dirtiest beach: Seabright Beach



Top: Sanctuary Steward Curtis Luckado spreads the Pollution Prevention message on July 4th. Middle and right: Thousands of holiday beach-goers leave an aftermath of trash and pollution.



Our Shores

Awareness Advocacy Action
Summer 2011 Vol. 28 No. 2

Taking Back Our Beaches this July 4th and 5th

With Pollution Prevention Outreach and the Star Spangled Beach Cleanup

Year after year, our beaches are left trashed and polluted by all the Fourth of July visitors and fireworks that have become commonplace throughout this busy, beach-going, holiday weekend. This is why, year after year, Save Our Shores takes matters into our own hands, and calls on you — the Santa Cruz community — to help stop this pollution before it enters our Sanctuary and harms marine wildlife.

Joined by 300 volunteers in both Santa Cruz and Monterey Counties, our Pollution Prevention efforts this July 2nd, 4th and 5th were larger than ever this year! On July 4th, volunteers hit six Santa Cruz beaches to educate beach goers how to properly dispose of their trash and recyclables while handing out 1,650 trash and recycling bags. This effort helps lighten the load of our SOS volunteers, the City of Santa Cruz, and State Park workers who deal with the trash and pollution aftermath of the holiday weekend.

Thank you, Santa Cruz ocean advocates! Because of YOU, the 162 community volunteers who took action for the ocean on July 5th, we removed 1,125 pounds of trash and 229 pounds of recyclables from seven highly impacted beaches during the Star Spangled Beach Cleanup of 2011.

You, too, can lend a hand for our Sanctuary — and the sea otters, whales, fish, and invertebrates that call it home — by becoming a Member of Save Our Shores, volunteering for our monthly beach cleanups, or signing up for Annual Coastal Cleanup Day 2011!

And remember, always PACK YOUR TRASH, BRING YOUR OWN, and REFUSE single-use disposables like plastic bags, plastic water bottles, and plastic to-go utensils. The health of our oceans depends on YOU.



Sea creatures take to Ocean Street to remind visitors to pack their trash and protect our Sanctuary.

Save the Date for Annual Coastal Cleanup Day on Sept. 17! Find out more inside.

Sperry's Facebook Fans Save Our Shores for World Oceans Day!

To celebrate World Oceans Day, Sperry Top-Sider gave \$1 to SOS for every new Facebook fan they gained on June 8. They had polled their Facebook fans weeks earlier for their advice on which ocean conservation charity to donate to, and Save Our Shores was the fan favorite among the excellent options given!

Thank you to Sperry Top-Sider for choosing to Save Our Shores on World Oceans Day and to our SOS fans who like Sperry Top-Sider!



Why I Save Our Shores by Kristi Reimers

It's 1979 and I'm four years old...carefree and playing in the sand on my hometown beach, Carmel Beach.

Back then, as I ran along the shoreline and made sandcastles, the only things that littered the beach were clumps of seaweed and thousands of seashells that I would inspect and collect. On special occasions, I would find a piece of sea-glass or two.

Today I walk the same seashore, acutely aware that many of my beloved seashells have been replaced by pieces of garbage, bits of plastic, and cigarette butts. It's now 22 years after this picture was taken, and I can visually see how much change has occurred with the increased production of disposable plastics.

Why are we not giving the beaches we had as children, to our children?

With the help of Save Our Shores, we can reverse our careless habits, making them also "disposable," and return our beaches to how they once were: full of seashells, full of wonder. It is for this reason that I passionately support Save Our Shores and all they do.

Kristi Reimers is the owner of Eco Carmel, a general store for green living and natural health.



This is me, Kristi, four years old and playing on Carmel Beach.

SAVE OUR SHORES

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The BaitTanks & Our No Butts About It Campaign

A One-Year Snapshot

Last summer Save Our Shores developed a pilot project to tackle cigarette butt litter on our beaches. We launched an extensive outreach campaign in our local papers, had a TV PSA commercial created, and installed 18 BaitTanks in the Cities of Santa Cruz and Capitola. They were placed in high-use areas like the Santa Cruz Wharf and Capitola Esplanade. We then collected and reported on our data. See the TV PSA at vimeo.com/17302798.

The BaitTanks have proved to not only be hip enough to get some attention, but our data shows they are by far one of the most successful pollution prevention tools we have ever used. On average, the BaitTanks in Santa Cruz produced a 70% decrease in littered cigarette butts, where in Capitola, an 80% decrease was seen. Now that's impressive!

Our initial, one-year pilot project came to an end this June, but the success of the BaitTanks speaks for itself. We are now working on answering the question: Where do we go from here?

We are currently working with the City of Santa Cruz to develop a rebate program where the City would pay \$250 towards a BaitTank purchased by a business. Four BaitTanks are scheduled to be installed in the City of Monterey (thanks, Ronni!), and the City of Carmel has already installed one BaitTank. We continue to advocate for smoking bans on our regional beaches and alert our local leaders about how the BaitTanks can help clean up this toxic form of pollution in their communities.

We will also be soon launching an Adopt-a-BaitTank program, so stay tuned to Save Our Shores for updates on this exciting project.



↑ The BaitTanks are stainless steel cigarette butt receptacles with a shark fin on top that say "Save some fish. Feed me butts."

How Carmel Middle School's Oceanography Club Adopted Carmel Beach

Susan Kendall is one of those teachers — creative, passionate, fun, engaging. She started the Carmel Middle School's Oceanography Club this year because she "wanted to help kids become better stewards of our coast." Their first big project was to become an **Adopt-a-Beach** group for Carmel Beach, a beach they all love and visit often. To raise funds for their annual Adopter fee, though, they needed to try their hand at fundraising. The group began selling root beer floats on Thursdays after school, and they sold out every time!

The kids also exercised their creativity with the Trash Monsters project spearheaded by National Geographic scientist Tierney Thys. The students collected trash on their local beaches, broke out the glue guns, and let their imaginations do the rest. The Trash Monsters were given



↑ Oceanography Club combs the beach looking for plastic trash.

names, and Tierney then created a Trash Monster poster, which is now used to raise awareness about the plastic pollution issue. Thank you to Susan and the Carmel Middle School's Oceanography Club for joining the SOS team! We love this story, and thought you would, too.

You can learn more about our Adopt-a-Beach program at saveourshores.org.

Welcoming George Leonard to the Science Advisory Council

Save Our Shores is excited to welcome a new member to our Science Advisory Council: George Leonard. As Director of Ocean Conservancy's Aquaculture Program, George focuses on legislative activities surrounding the development of open ocean aquaculture in state and federal waters. Before this, George was Senior Science Manager for Monterey Bay Aquarium's Seafood Watch program where his sustainability recommendations helped create the now widespread Seafood Watch pocket guides for consumers and seafood buyers. He holds a Ph.D. in ecology and evolutionary biology from Brown University and a M.S. in Marine Science from Moss Landing Marine Laboratories.

Working Toward a Record-Breaking Annual Coastal Cleanup Day

Did you know Annual Coastal Cleanup Day is the single-largest volunteer event on the planet?

On Saturday, September 17th, our goal is to coordinate the largest community volunteer event the Central Coast has ever seen — a record-breaking Annual Coastal Cleanup Day in both Santa Cruz and Monterey Counties. Come make history with Save Our Shores!

In 2010, a total of 6,043 Santa Cruz and Monterey County volunteers came together to prevent nearly 20,000 pounds of pollution from entering our Sanctuaries at 80 cleanup sites in just three short hours. In California, an impressive 80,312 volunteers removed over 1,100,000 pounds of pollution from our beaches, rivers, and waterways. Now imagine what gets left behind on our beaches throughout the year...

Join us for Annual Coastal Cleanup Day on September 17th!

Annual Coastal Cleanup Day 2011 will include 50 sites in Santa Cruz County and 33 sites in Monterey County. Inland and river sites often see the most trash, so consider registering for an underserved site this year. Let's work together to protect our environment and create a more empowered, responsible community at the same time.

Want to become an environmental leader in your community? Sign up to be a **Site Captain!** Email andrew@saveourshores.org.

Want your business or group to be recognized as a steward for our oceans? Become an **Event Sponsor!** Email vivian@saveourshores.org today.

Want to take your love for ocean adventure to the next level? Register for a **SCUBA** or **kayak** cleanup!

Pre-register online for Annual Coastal Cleanup Day at saveourshores.org/acc



Photos courtesy of Sebastian Kennerknecht

Bring Your Own

We are committed to reducing the carbon and environmental footprint of this event. Save Our Shores encourages all volunteers to Bring Your Own reusable bags, buckets, gloves, and water bottles to all beach and river cleanups.

Upcoming Events

JULY 30 9AM – 1PM
DockWalkers, Santa Cruz Harbor

JULY 30 7:30 – 11:30PM
Slugs-N-Roses benefit concert for SOS
Don Quixotes, Felton

AUGUST 13 9AM – 1PM
DockWalkers, Pillar Point Harbor
of Half Moon Bay

AUGUST 13 10AM – NOON
Monterey Monthly Beach Cleanup,
Monterey State Beach (South)

AUGUST 13 10AM – NOON
Half Moon Bay Beach Cleanup,
Poplar Beach

AUGUST 20 10AM – NOON
Santa Cruz Monthly Beach Cleanup,
Manresa State Beach

AUGUST 21 5 – 9 PM
Toast to the Coast Annual Fundraiser,
Seascape Beach Resort

AUGUST 27 9AM – 1PM
DockWalkers, Monterey Harbor

SEPTEMBER 17
9AM – NOON
Annual Coastal Cleanup Day at 83 sites
in Santa Cruz and Monterey Counties!

OCTOBER 8
10AM – NOON
Monterey Monthly Beach Cleanup,
Zmudowski State Beach

OCTOBER 15
10AM – NOON
Santa Cruz Monthly Beach Cleanup,
Panther Beach

For up-to-date information, please check our online calendar at saveourshores.org



The 2011 Toast to the Coast!
Sunday, August 21, from 5 – 9 PM
at the Seascape Beach Resort
in Aptos

*See back page for more info

Advocacy Update: Working to Protect our Oceans for the Future

Save Our Shores has been supporting two important ocean protection bills this year, both of which have recently gained steady approval in the California state legislature. SB 568 would ban polystyrene (Styrofoam) take-out containers from all restaurants in California — a huge step forward in the fight against plastic pollution in our oceans. SB 376 would prohibit the sale of shark fins in California, a bill following the lead of Hawaii, Oregon, and Washington states, where similar bans have already been enacted. This bill is a critical measure needed to protect decreasing shark populations. Both bills will be up for final vote in the coming months, and we'll be sure to keep you posted on their progress.

Around the Sanctuary, we claimed a victory when the City of Half Moon Bay approved an ordinance to ban polystyrene take-out containers from food vendors. The law goes into effect this summer and will be enforced by the County of San Mateo.

The Central Coast Sanctuary Alliance is busy gathering support from the business community on their mission to create communities free from plastic bags all around the Monterey Bay National Marine Sanctuary. If you would like to become a Supporting Business to this mission — contact lauren@saveourshores.org! The Alliance is also working with the City of Monterey and the County of Santa Cruz to finally pass their bans on single-use plastic bags. Meanwhile, we are all watching closely to hear the result of the Supreme Court's American Chemistry Council –vs– Manhattan Beach case, after Manhattan Beach was sued for enacting a plastic bag ban without completing a full Environmental Impact Report.

Middle School Students Take Action with Save Our Shores

Joe and James, students at Orinda Intermediate School in San Francisco's East Bay, teamed up to tackle the Plastic Pollution problem for their 7th grade "Take Action Project" this past spring.

Said Joe, "James and I chose to do Plastic Pollution for our take action project because it was a problem that we both really cared about. We came across Save Our Shores and got excellent information, images, and data about plastic pollution. And then we looked deeper into Save Our Shores and realized it was a great organization to donate to. We found out that they do local beach cleanups and other things to stop the problem. They were the perfect organization for our project."

After their research into the issue, the dynamic duo quickly got to work creating a Plastic Pollution informational booth to set up at school and local events to raise awareness. Armed with informational Plastic Pollution postcards and Live Blue stickers from Save Our Shores, Joe and James also took direct action to decrease the amount of single-use plastic water bottles used at sporting events by selling fifty reusable, stainless steel water bottles from their informational booth. The young ocean advocates then donated their profits to Save Our Shores and we couldn't be more pleased to share their story.

↑ Save Our Shores lobbies for ocean protection bills at the State Capitol on World Oceans Day.



↑ Joe and James increase awareness about the plastic pollution problem for their "Take Action Project."

Spotlight on Our Underwater State Parks

The longer days and summer weather are the perfect time to pay a visit to your local Marine Protected Areas here on the Central Coast — our Underwater State Parks!

Many would be surprised to learn that some of our most popular and beautiful natural areas are also Marine Protected Areas, such as Año Nuevo, Natural Bridges, Elkhorn Slough, Carmel Bay, Point Lobos, Point Sur and Morro Bay. The Central Coast MPAs were enacted locally in 2007 and have almost reached their 5-year review mark, at which time extensive field studies will review and report on their success. We're expecting positive results!

Find out more at: saveourshores.org/what-we-do/marine-protected-areas

