

CALIFORNIA COASTAL COMMISSION

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**MEDIA ADVISORY**

For Immediate Release
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**CALIFORNIA COASTAL COMMISSION ANNOUNCES
COASTAL STEWARD STORIES CONTEST**

- What:** The California Coastal Commission invites the public to submit stories and/or photos documenting how they have acted as a California Coastal Steward. The Commission is seeking inspirational or unique stories of how Californians have taken action to care for and protect our coast and ocean. Submissions may be posted on the Commission's website (www.coastforyou.org) and one entry (chosen by the public) will receive a "Coast Lover's Prize Package" including a framed Coastal Cleanup Day poster with art by Christopher Wormell, and other fun items commemorating California's coast. This contest is being held in conjunction with the Coastal Stewardship Pledge, an online program of the California Coastal Commission that encourages individuals to consider the impact their everyday activities have on the coast.
- Why:** Personal stories of action to protect our precious and unique coastal environments will inspire others to "do something" for the coast and ocean.
- When:** Submit stories and/or photos by August 1st to be considered for this contest. During the month of August, the public will vote for a winner from stories posted online. A winner will be announced in early September.
- How:** Submissions can be made by email to coast4u@coastal.ca.gov, or postal mail to: Coastal Steward Stories, California Coastal Commission
45 Fremont Street, Suite 2000, San Francisco, CA 94105
Include a phone number, mailing address, and email (if available) in order to be eligible for the contest. Visit www.coastforyou.org for more information.
- Who:** The California Coastal Commission was established by voter initiative in 1972 and made permanent by the Legislature in 1976 (the Coastal Act) in order to provide long-term protection for California's 1,100-mile coastline.

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