



S.O.S. WaveMakers

VISION: To empower the next generation of courageous changemakers who will protect our most important life-giving resources: our ocean and our climate.

WHY WE NEED S.O.S. WaveMakers

SINCE THE RELEASE OF THE OCTOBER 2018 UN REPORT giving little more than a decade to prevent unstoppable climate catastrophes from impacting their shared future, millions of young people on every continent have rallied to speak truth to power demanding immediate transformative solutions. Despite Santa Cruz County's proud history of social and environmental activism, this movement has been slower to take hold here than in other places around the globe.

3 POTENTIAL HINDRANCES TO U.S. YOUTH ECO-ACTIVISM

1. U.S. media barely covers the climate emergency, the plastic crisis, or how global youth are rising up to protect life on Earth.

2. Overwhelmed with 24/7 Internet information, most Americans are aware of how humans are impacting the environment but few are tuned in to the increasingly disturbing predictions; pollution-induced disasters already happening around the world; or the urgency, scope, and scale of transformation needed to protect life on Earth.

3. Pressure to succeed in school, overloaded schedules, social pressure to conform with peers, and the fear of failure our competitive culture nurtures, may further deter some youth from participating in activism movements much less attempting to plan awareness-building events.

S.O.S. WAVEMAKERS IS OUR SOLUTION

S.O.S. WaveMakers will be a regional network of young leaders who support and inspire one another through weekly youth-led "drop-in" digital meetings and monthly in-person gatherings. An Advisory Circle of community leaders will ensure **S.O.S. WaveMakers** have needed knowledge, support, and connections; impactful leadership opportunities that enhance their academic development; and readiness for college and life.

LEARN MORE at saveourshores.org/sos-wavemakers/ and read our plans for the 3rd Global Climate Strike on Sept 20 on page 2.



REALITY + ACTION = HOPE

INTRODUCING S.O.S. CLIMATE!

There has never been a greater need to **SAVE OUR SHORES**. In recent years, we have seen an exponential increase in threats to our beloved Monterey Bay. If this tsunami persists unchecked, by 2050 there may be more plastic than fish in the ocean, our marine and coastal wildlife may be decimated, and a catastrophic chain of possibly unstoppable climate-induced impacts may be unleashed. To protect our life-sustaining ocean and life on Earth, we must face **REALITY**, spur **ACTION**, and create **HOPE**.

A powerful catalyst for positive change for over 40 years, **SAVE OUR SHORES** recognizes that at

this critical turning point in human civilization we cannot protect our Bay without demanding bold solutions to major systemic problems. Now more than ever we need to unite to face these unprecedented challenges. Together, we will protect our Sanctuary and nurture the next generation of ocean heroes who will imagine and create a just, meaningful, ocean-friendly future.

Learn more at **sosclimate.saveourshores.org**, our newly improved climate portal. Its continuously evolving offering of thought-provoking & inspirational stories and videos, curriculum ideas, and truth about what's really happening will keep you 'in the know' about what we can and must do to protect all that we love.

JOIN US IN SAVING OUR SHORES!

We're grateful for the many volunteers that have shared time, money, and good karma since our first battle against off-shore drilling in 1978. These contributions at all levels have helped us to inform and educate the public, foster the next generation of ocean stewards, promote smarter marine environmental policies and catalyze citizen action protecting the marine environment we all treasure.

Stay involved! Visit **saveourshores.org/eventsalendar/** and follow us on social media for volunteer opportunities, actions, and community building events. *Let's Save Our Shores & our future!*



March 15th Global Climate Rally at the Santa Cruz Clocktower
[PHOTO by Jordy Hyman *Santa Cruz Sentinel*]

HELP PLAN AND/OR ATTEND A GLOBAL CLIMATE RALLY ON SEPT 20TH!

Echoing the call from 16-year-old Swedish climate leader Greta Thunberg, **S.O.S. WaveMakers** are asking adults, organizations and businesses throughout our region to stand in solidarity with the **Global Climate Strike Movement** by helping to plan and attending regional youth-led climate rallies on **Sept 20th**.

To ensure students all across our region have opportunities to engage in the climate action movement, we're growing a network to help each Global Climate Strike to be bigger and more powerful than the last.

We must stand together to influence environmental policy and the 2020 elections in time to demand the changes we all need.

Find out how you, your group, or your business can help at **saveourshores.org/sept-20-climate-rallies/**



A TIME-HONORED ANNUAL DAY OF ACTION

Environmental Leadership



**CALIFORNIA
COASTAL
CLEANUP
DAY**

SATURDAY
SEPTEMBER 21ST
9AM TO NOON

TENS OF THOUSANDS WILL
JOIN THE EFFORT.

THE 35TH ANNUAL EVENT
WILL TAKE PLACE AT MORE
THAN 1,000 INLAND
& COASTAL SITES ALONG
OUR WATERSHEDS.

SAVE-THE-DATE! COASTALCLEANUPDAY.ORG

COURTESY OF THE ARTIST: "MCWAY ROCKS, BIG SUR" © TOM KILLION 2014 & "MIDDLE PALISADE PEAK" © TOM KILLION 2017

SIGN UP TO BE AN ANNUAL COASTAL CLEANUP DAY SITE CAPTAIN!

Save Our Shores is the Central Coast Host for California's Annual Coastal Cleanup Day, a statewide community service tradition since 1985. To sign up as a Site Captain to lead a cleanup at one of our dozens of beach and river sites, please visit bit.ly/ACCSiteCaptain to complete the required form by **Friday, August 23rd**. If the particular beach you're looking for doesn't appear in the form, that site is probably already covered. Please consider leading at another location! (Site Captains will be required to attend a mandatory training from **6:30-8:30pm** on either **August 29th** or **September 5th**.)

Non-Site Captain volunteer RSVP's will begin on August 24th.



PROGRAM UPDATES & GROUP OPPORTUNITIES

Good vibes in classrooms & communities

SOS PARTNERS WITH SANTA CRUZ COUNTY OFFICE OF EDUCATION

Save Our Shores recently participated in the Teacher Leadership Institute for Science and Environmental Literacy held by the Santa Cruz County Office of Education. Teachers and Environmental Educators from around the county worked to learn more about the Next Generation Science Standards and began generating ideas for how to implement these standards into the classroom. **SOS** and the LiMPETS program of the Pacific Grove Museum of Natural History worked with a group of middle school teachers to develop lesson plans for their classrooms that will enhance and extend the field experiences their students will be receiving from our two groups.

OUR ADOPT-A-BEACH PROGRAM IS GROWING!

At **Save Our Shores**, we feel lucky to be among a community of passionate environmentalists and ocean stewards. The love and dedication our community members have is exemplified in our recent growth in **Adopt-A-Beach** groups. **Save Our Shores** has acquired 12 new groups this year, bringing us to 22 groups total. These groups work tirelessly to revisit their chosen beaches multiple times a year. *A huge thank you to all of our Adopt-A-Beach and Adopt-A-Levee groups for helping to steward clean shores around the Monterey Bay!*

Contact nia@saveourshores.org to learn how your organization can **Adopt-A-Beach** or **Adopt-A-Levee**.



Sharks sighting at Seabright Beach!



Tannery Arts Center volunteers have been taking care of the San Lorenzo River from Encinal St. to the Highway 1 bridge as part of our **Adopt-A-Levee** program.

SAVE OUR SHORES CAN HELP YOUR ORGANIZATION TO GIVE BACK TO YOUR COMMUNITY & PROTECT OUR OCEAN!

Those of us who live and work close enough to the Monterey Bay Sanctuary and our Pacific backyard to enjoy majestic views and world-renowned recreational opportunities are incredibly fortunate. Signing up to host a **Corporate Beach** or **Kayak Cleanup** is a great way to express gratitude for our amazing local resources while showing your commitment to community service. Participating in these valuable programs also gives your members and/or staff a meaningful way to give back to their communities, get to know each other better outside of work and meetings, and have fun in nature. To learn how your organization or business can plan a **Corporate Beach** or **Kayak Cleanup** contact rod@saveourshores.org.

SAVEOURSHORES.ORG



Support Save Our Shores by bringing home your favorite beach!

EACH BEACH
by Erika Perloff

Artist Reception Sept 13, 6-9pm
Artist talk at 7pm
Hotel Paradox
611 Ocean St, Santa Cruz

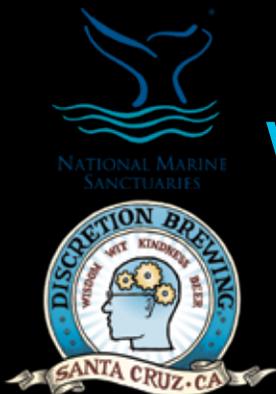
The pastel and oil paintings ranging in size from 6 x 6" to 30 x 40" will be on display from September 13 through October 10th at Hotel Paradox in Santa Cruz.



EACH BEACH: ART SHOW & BENEFIT FOR SAVE OUR SHORES

Two years ago, Santa Cruz artist **Erika Perloff** embarked on a project to paint each beach from Santa Cruz Main Beach to Pigeon Point to document the beauty of this stretch of coastline and raise awareness about the need to protect it. Erika is hosting an exhibit & opening for "Each Beach" at the Paradox Hotel (details above) and will generously donate a portion of the proceeds from the series to Save Our Shores. Preview Erika's work on her website www.erikaperloff.com. Thank you Erika!

4 YEARS OF
SAVING OUR
SHORES



Join us for our **First Friday WAVES & WILDLIFE CELEBRATION**
5-8pm on **Sept. 6th** at the **MBNMS Exploration Center**



2018 1st Place Photo by Michael Langhans



2018 2nd Place Photo by Amelia Olson



2018 3rd Place Photo by Phil Lemley

Join us at our *Annual First Friday Waves & Wildlife Celebration* at the MBNMS Exploration Center in Santa Cruz with your favorite Discretion brews on **September 6** from **5-8pm!** This annual amateur photography contest and exhibit helps raise awareness about the importance of Marine Protected Areas (MPAs). Visit saveourshores.org/wavesandwildlife/ to enter photos & videos by August 15th!



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SAVE OUR SHORES 2019 SUMMER NEWSLETTER



Meet our extraordinary

WAVEMAKERS

inspiring the next tide of ocean protection & positive change.

PHOTO CREDIT: CHRIS GILES; NATURAL BRIDGES 2018

SAVE OUR SHORES
TOAST
 THE COAST
 BENEFIT TASTE & TRIBUTE

Come join us to celebrate another remarkable year of **advocacy & action**. Learn how we continue to **imagine & create** a meaningful, ocean-friendly future.

SUNDAY
 OCTOBER 6

THE CHAMINADE RESORT
 1 CHAMINADE LN, SANTA CRUZ, CA

3PM

Tickets & tables available at: saveourshores.org/TOAST