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**MEDIA ADVISORY: Pacific Leatherback Sea Turtle
Conservation Day Beach Party & Scavenger Hunt**
October 12, 10 am to 2 pm at Rodeo Beach

Olema, Calif. (Oct. 9, 2014) – Turtle Island Restoration Network (SeaTurtles.Org), a leading ocean and marine wildlife conservation non-profit, will be hosting a beach party and scavenger hunt celebration in honor of Pacific Leatherback Sea Turtle Conservation Day this Sunday, October 12 at Rodeo Beach in Marin, Calif.

Turtle Island works to protect and raise awareness about the endangered Pacific leatherback sea turtles that swim off the coast of California. Last year, thanks to Turtle Island's efforts, Governor Jerry Brown signed Assembly Bill 1776 into law and declared Oct. 15th an official celebratory day for these gentle ocean giants. Turtle Island championed the awareness-raising bill, which was sponsored by California Assemblymember Paul Fong.

This year marks the second annual celebration of these endangered ocean giants, which Turtle Island will be kicking off with a beach party and scavenger hunt.

WHO: Everyone is invited to this family-friendly event!

WHAT: A beach party and scavenger hunt celebration in honor of Pacific Leatherback Sea Turtle Conservation Day!

This free, family-friendly event will feature a sea turtle-themed scavenger hunt, as well as an opportunities to enter Turtle Island's "Be a Sea Turtle Hero" contests and be entered to win prizes like a three-night stay at La Jolla Coves Suites, whale watching adventures, sea kayaking trips and more! Event participants will be building giant sea turtle sand castles and picking up marine debris, and celebrating Pacific leatherback sea turtles with a variety of other marine-themed activities.

WHERE: Rodeo Beach, Marin, California. Our party will be wearing black and white sea turtle t-shirts, and have signs up so that we can easily be spotted on the beach.

WHEN: Sunday, October 12th from 10 am to 2 pm.

WHY: To raise awareness about the endangered Pacific leatherback sea turtles and celebrate conservation achievements.

For more details on the “Be a Sea Turtle Hero” contests please visit:

www.seaturtlehero.org.

For more details on the beach party and scavenger hunt please visit:

<https://seaturtles.org/take-action/events/>

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