* Media Advisory * Media Advisory * Media Advisory *

The Prius, the Black-bellied Plover and Elementary School Pupils Find Common Ground at Former Dump Site

"TogetherGreen," a nationwide corporate/community partnership program, taps volunteers to restore San Francisco wetland habitat on former dumping grounds at Pier 94

WHAT:

Twenty student volunteers from Paul Revere Elementary School to team up with Golden Gate Audubon Society (GGAS), to **break ground** for restoration of long-lost coastal wetland habitat at Pier 94.

GGAS, recipient of a *TogetherGreen* Initiative grant, is coordinating the effort with students to remove weeds, and plant native wetland plants.

TogetherGreen (www.togethergreen.org) is a national Audubon conservation initiative made possible by funding and assistance from Toyota. The goal of TogetherGreen is to engage volunteers across the country in an effort to conserve natural resources in the local community, which creates healthy spaces for wildlife and people.

Photo and story opportunities: With almost two dozen young children experiencing nature in real life (rather than on a TV screen) — some experiencing it for the first time in their lives — the event will be rich in photo opportunities and stories on environmental volunteerism, non-profit/corporate alliances for conservation, environmental education, and what it feels like to be a kid to be digging in the dirt.

Pier 94 summary: This site was formerly a dumping ground and is now an active wetland where birds find food, shelter and a place to rest. GGAS uses the site as an "outdoor classroom" to educate volunteers, in particular students, on the positive impacts wetlands have on people, birds, and other wildlife.

WHO:

Golden Gate Audubon Society (GGAS) is the event is sponsor and organizer.

District 10 Supervisor, Malia Cohen, is expected to attend the ground-breaking. Supervisor Cohen represents the Bayview and Hunters Point communities, where the developing wetland is located and where the highest density of San Francisco children lives.

"This improved open space has brought both environmental and ecological amenities to the Southeast side of the city, an area that is in desperate need of additional passive and active open space for both people and the environment." Supervisor Malia Cohen tells us.

"This is an opportunity to show San Francisco residents that each us can make a big contribution to protecting the wetlands, for the benefit of all of us," says **Mark Welther**, **Executive Director of Golden Gate Audubon**.

Anthony DeCicco, EcoEducation Director for Golden Gate Audubon is leading the effort on Friday, November 4, 2011

WHEN: Friday, November 4, 2011 at 11:00am. Weeding, digging, planting, clean-up

activities: 11:00am - 1:30pm

WHERE: Pier 94: the site is off of Third Street in San Francisco. To get there: Take Cargo Way

towards the Bay, first left onto Amador Way, follow the industrial road as it curves to the right. Pull into the gravel area on the left before a chain link fence. You will see

white barricades and a light blue sign for Pier 94.

CONTACTS: Mark Welther, Executive Director

510-843-2222

mwelther@goldengateaudubon.org

Volunteer contact: Noreen Weeden, Volunteer Coordinator

510-301-0570

nweeden@goldengateaudubon.org

BACKGROUND:

Since launching *TogetherGreen* Volunteer Days in September 2008, over 30,515 volunteers have participated in volunteer events nationwide, contributing more than 178,429 hours of donated time. Additionally, dozens of major partner organizations, including the AmeriCorps, National Park Service, and US Fish & Wildlife have worked with Volunteer Day organizers, plus many more local schools, businesses and community organizations.

TogetherGreen volunteer events are designed to connect people with ways to make a conservation difference in their local communities. By building stronger alliances with other local organizations, Audubon hopes to attract new and diverse volunteers to help address pressing environmental problems and opportunities.

"By connecting communities across America with the power to protect the resources that sustain us all, *TogetherGreen* Volunteer Days are building an ongoing continuing cycle of positive environmental impact," said Audubon President David Yarnold. "*TogetherGreen* volunteer offerings engage people of all ages, from every community and from all walks of life in forming a powerful and diverse constituency for conservation."

Previous *TogetherGreen* volunteer events included local corporate community groups from UCSF Mission Bay and Recology, community members, and students from Lowell High School and San Francisco State University's fraternity and sorority in San Francisco. This is the fourth *TogetherGreen* volunteer event sponsored and organized by Golden Gate Audubon this year. The previous three events focused on non-native weed and trash removal which allows the native plants to grow.

Toyota employees from offices, sales and manufacturing facilities across the country are expected to join various volunteer efforts over the five-year initiative to help build volunteer conservation impact. Toyota directly employs nearly 30,000 in the U.S.

Now in its third cycle, *TogetherGreen* volunteer events are being held at dozens of participating Audubon sites, across a broad geographic landscape. For complete list of Audubon locations, please visit www.togethergreen.org/volunteer.