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FOR IMMEDIATE RELEASE

Santa Monica Baykeeper Announces the 2009 Yearlong EcoGala

The EcoGala, a truly green event, is supported by Barbra Streisand and Robert F. Kennedy, Jr.

LOS ANGELES, CA, February 3, 2009 – Santa Monica Baykeeper announces its first annual yearlong EcoGala, which is supported by top talent including Barbra Streisand and leading environmentalists including Robert F. Kennedy, Jr. and Mark Gold, president of Heal the Bay. This event honors the environment by being exclusively online, making it truly green with no emissions, low carbon output and a very small environmental footprint.

“By hosting the event online, Santa Monica Baykeeper is taking fundraising to the next level environmentally,” said Robert F. Kennedy, Jr., chairman of Waterkeeper Alliance. “There’s no need to get in your car, no dishes to wash and no need to put on a tux, everything from the auction to the tribute journal will be online. A great creative way to raise funds without taxing our resources.”

"As a long-time supporter of Santa Monica Baykeeper, I support and commend their innovative efforts to raise funds without taxing the earth," said Barbra Streisand. "I look forward to participating in more events like this that are creative and fun."

Event activities will include an online auction, monthly contests and drawings, electronic gifts, a tribute journal and blog. Guests have the opportunity to bid on exciting items including lunch at the capitol with Lieutenant Governor John Garimendi and priceless items donated by Barbra Streisand and Jack Johnson; other great gifts include items from Patagonia, La Perla and MaxMara.

“Santa Monica BayKeeper has served as the watchdog for water quality in the Bay for 15 years. The organization has been led by extraordinary environmental leaders including Terry Tamminen, Steve Fleischli, Tracy Egoscue and now, Tom Ford,” said Mark Gold, president of Heal the Bay. “Generous support for the Baykeeper has never been more urgent because environmental protection often gets overlooked during tough economic times.”

Guests who purchase a \$100 ticket will receive an electronic gift, guests who purchase a \$250 ticket will receive an electronic gift bag and all participants will automatically be entered into the monthly drawings.

“We are excited to host our event online where everyone can participate and chose the donation level that best suits their pocketbook,” said Laurie Feldman, Santa Monica Baykeeper’s director of development and marketing. “We realized that we can do all the fun event activities online, the event can last longer and we help the environment in the process, it’s a win-win for everyone.”

For more information or to participate go to www.ecogala.smbaykeeper.org

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About Santa Monica Baykeeper

Founded in 1993, Santa Monica Baykeeper's mission is to protect and restore the Santa Monica Bay, San Pedro Bay and adjacent waters through enforcement, fieldwork, and community action. We work to achieve

this goal through litigation and regulatory programs that ensure water quality protections in waterways throughout L.A. County

Santa Monica Baykeeper is a proud member of the California Coastkeeper Alliance and is one of more than 180 members of the international Waterkeeper Alliance, led by Robert F. Kennedy, Jr. Each US member (“waterkeeper”) of the Alliance is dedicated to enforcement of the federal Clean Water Act and the protection of local waterways. As part of the Alliance, Santa Monica Baykeeper has been successfully protecting Los Angeles’ bay, beaches and waterways for more than 15 years. More information is available at www.smbaykeeper.org.