

FOR IMMEDIATE RELEASE

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'Seacliff State Beach Recovery Fund' created to rebuild resilience, support State Parks in wake of devastating winter storms

Donations will help assist in long-term recovery efforts

JAN. 13, 2023—SANTA CRUZ, CA—Friends of Santa Cruz State Parks (Friends) today announced it has established the "Seacliff State Beach Recovery Fund" in response to the historic storms that have caused catastrophic damage to the coastline this winter.

The storms have caused — and continue to cause — devastating impacts to [Seacliff State Beach](#). Core elements of Seacliff State Beach's critical infrastructure and visitor amenities have suffered immense damage that will be assessed in the coming weeks and months, with clean-up response and recovery planning already underway. Recovery from this climate-driven disaster will take time and require significant resources.

Though it is painful to consider the devastation to this park, the experience provides an opportunity to be strategic about rebuilding and ensuring resilience in the era of climate change and its impacts on Seacliff State Beach.

Through Friends' unique position as co-management partners with California State Parks, Friends of Santa Cruz State Parks has established the Seacliff State Beach Recovery Fund. The fund will provide short-term support, followed by investments in long-term recovery work to ensure public access and environmental protection at Seacliff State Beach.

Together, we will weather this storm. If you would like to support Seacliff State Beach during the recovery process, please visit www.ThatsMyPark.org to make a donation or send a check to Friends of Santa Cruz State Parks that notes "For Seacliff": 1543 Pacific Ave., Suite 206, Santa Cruz CA 95060. All funds stay local.

Also, while Seacliff State Beach is closed for storm repairs, shop the [ParkStore Online](#) (<https://thatsmypark.org/shopify-collections/seacliff-by-michael-schwab/>) for souvenirs featuring the iconic Michael Schwab Cement Ship image. All proceeds support local state parks and beaches.

----NOTE: THE FUND WILL GO LIVE AT 5:00PM TODAY----

About Friends of Santa Cruz State Parks

Established in 1976, Friends of Santa Cruz State Parks (Friends) is a vital partner with California State Parks, creatively working to ensure our cherished local parks and beaches are thriving and available to all. Friends' innovative and collaborative community partnership provides support and investment for education, equity and inclusion, conservation, facilities improvements, historic preservation and cultural events. Friends currently operates a robust online ParkStore offering nature- and history-themed merchandise for sale to benefit local parks and beaches. Friends also operates ParkStores at Natural

Bridges, New Brighton, Santa Cruz Mission, Seacliff and Wilder Ranch. Learn more at www.ThatsMyPark.org or via [Facebook](#), [Instagram](#), [Twitter](#), [YouTube](#) and [Pinterest](#).

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