Living Coast Discovery Center Raises Record-Breaking $110,000 at Farm to Bay Event

All proceeds from the ninth annual culinary event will support coastal wildlife, education and sustainability programs at the nonprofit zoo/aquarium on San Diego Bay in Chula Vista

SAN DIEGO (Aug. 9, 2018) – The Living Coast Discovery Center, a nonprofit zoo and aquarium on San Diego Bay in Chula Vista, raised $110,000 in net proceeds at its ninth annual Farm to Bay event on Aug. 4, making it the Living Coast’s most successful fundraiser. The funds, which were generated through a combination of sponsorships, ticket sales, live and silent auctions, and donations, will support coastal wildlife conservation, education and sustainability programs at the Living Coast throughout the year.

Approximately 400 guests attended the event, which showcased the culinary talents of three featured chefs, Chef/Owner Matt Gordon from Urban Solace Restaurant Group, Chef/Owner Will Gustwiller of Eclipse Chocolate Bar & Bistro, and Farm to Table Chef Miguel Valdez, as well as sampling from more than 30 of San Diego’s favorite restaurants, craft breweries, wineries and specialty purveyors.

Farm to Bay is the only San Diego tasting event set within a protected national wildlife refuge. In keeping with the Living Coast’s commitment to the environment and sustainability, the Farm to Bay event committee strives to reach a Zero-Waste event goal. Each year, Farm to Bay’s event waste is hand-sorted and composted on-site by a team from Chula Vista Clean and volunteer master composters. This year, over 90 percent of event waste was recycled or composted and diverted from landfills – the highest totals ever for the event.

The event was made possible by the generous support of its sponsors, including this year’s presenting sponsors, Marine Group Boat Works and Seven Mile Casino, as well as the Port of San Diego, UTC Aerospace Systems–Aerostructures, City of Chula Vista Clean Team, Cox Communications, Mission Federal Credit Union, SDG&E, Baldwin & Sons, Loews Coronado Bay Resort, Republic Services, Sprouts Farmers Market–Chula Vista and Eastlake, Wells Fargo, Jim Biddle, CityLink Foundation, General Dynamics NASSCO, Hoffman Hanono Insurance Services, The Lewis Group, MA Engineers, Miller Hull, Southwestern College, and The San Diego Foundation. Media partners for the event included San Diego Magazine, Edible San Diego, San Diego Beverage Times, KSDY Channel 50 and Sunny 98.1 FM.
“We’re always looking for ways to raise the bar with Farm to Bay and, based on the feedback we have received from our guests this year, I think we achieved just that,” said Ben Vallejos, executive director of the Living Coast.

“We are proud to attract some of San Diego’s finest food and beverage partners in order to create a truly special event on San Diego Bay. And, of course, we’re incredibly grateful for the continued support of our sponsors and community partners who make it all possible. We look forward to working together for many more years in support of this San Diego jewel.”

About the Living Coast Discovery Center

The Living Coast Discovery Center, a 501(c) 3 educational zoo and aquarium located within the San Diego Bay National Wildlife Refuge on Sweetwater Marsh, began operating as a non-profit in 2010 after assuming operations of the Chula Vista Nature Center. The Living Coast Discovery Center offers hands-on exhibits and up-close encounters with plant and animal species native to Southern California coastal habitats, including endangered sea turtles, sting rays, leopard sharks, jellies, shorebirds, reptiles and a large collection of raptors such as hawks, falcons, owls, American bald eagle, golden eagle, and more. More information about the Living Coast Discovery Center is available at www.thelivingcoast.org or (619) 409-5900.

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