

FARM TO Bay



Media Contact:

Bridget Palitz, Shortfuse Marketing

bridget@shortfusemarketing.com

(619) 933-8722



Living Coast Discovery Center Sets New Records for Fundraising and Zero-Waste Achievements at 10th Annual Farm to Bay Event

Over \$114,000 raised to support coastal wildlife, education and sustainability programs at the nonprofit zoo/aquarium on San Diego Bay in Chula Vista

SAN DIEGO (Aug. 6, 2019) – The [Living Coast Discovery Center](#) raised \$114,000 in net proceeds at its 10th annual **Farm to Bay** event on Saturday, Aug. 3, setting a new fundraising record for the popular culinary event on San Diego Bay. The funds, which were raised through a combination of sponsorships, ticket sales, live and silent auctions, and Raise the Paddle donations, will support coastal wildlife conservation, education and sustainability programs at the nonprofit zoo/aquarium throughout the year.

The event reached another significant milestone this year, with **95 percent** of event waste recycled or composted and diverted from landfills – the highest totals ever for the event. In keeping with the Living Coast’s commitment to environmental sustainability, the Farm to Bay event committee has taken the necessary steps toward producing a **Zero-Waste event** by working closely with its partners to reduce overall waste and offer reusable and earth-friendly materials. Event waste is hand-sorted and composted on-site by a team of volunteers.

More than 350 guests attended Farm to Bay, which was headlined by three featured chefs, **Matt Gordon (Blue Bridge Hospitality)**, **Will Gustwiller (Eclipse Chocolate Bar & Bistro)** and **Davin Waite (Wrench & Rodent Seabasstropub)**.

Farm to Bay also included sampling from dozens of other local restaurants, craft breweries, wineries and specialty purveyors. Food partners included **Big Front Door**, **Bull & Bourbon Steakhouse**, **Barbusa (Busalacchi Restaurants)**, **Café Madeleine**, **City Tacos**, **Cravory Cookies**, **Dang Brother Pizza**, **Guahan Grill**, **Jimbo’s**, **Kashi**, **Santosh Nutrition**, **Seven Mile Casino**, **Sprouts Farmers Market–Chula Vista** and **Eastlake**, **The Rambler Motel**, **Tom Ham’s Lighthouse** and **Top of the Market**.

Beverage partners included **Boochcraft**, **Bootstrap Kombucha**, **Chula Vista Brewery**, **Coronado Brewing Co.**, **Cutwater Spirits**, **El Cruce + 241**, **FitVine**, **Granite Lion Cellars**, **Groundswell Brewing Co.**, **Mike Hess Brewing**, **Quigley Fine Wines**, **Resident Brewing Co.**, **Serpentine Cider**, **Sierra Nevada Brewing Co.**, **Suja Juice**, and **Wiens Family Cellars**.

The event was made possible by the generous support of its sponsors, including this year's presenting sponsor **Seven Mile Casino** and preservation sponsors **Port of San Diego** and **Collins Aerospace**. Additional sponsors included **Chula Vista Clean, Cox Communications, Marine Group Boat Works, Mission Federal Credit Union, San Diego Gas & Electric, Baldwin and Sons, MA Engineers, Republic Services, Sprouts Farmers Market–Chula Vista and Eastlake, Wells Fargo, Jim Biddle, Citylink Foundation, Hoffman Hanono Insurance, Miller Hull, Southwestern College** and **The San Diego Foundation**. Media partners for the event included ***San Diego Magazine, Edible San Diego, Sunny 98.1 FM*** and **KSDY Channel 50**.

“This year marked so many exciting milestones for Farm to Bay,” said Executive Director Ben Vallejos. “Not only did we celebrate the 10th anniversary of this outstanding event, but we also broke new records for fundraising and zero-waste measures. We are incredibly thankful for the community’s support in making this event such a success and allowing us to continue our mission – inspiring people to connect with and care for our coastal environment.”

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 eagles, golden eagle, and more. More information about the Living Coast Discovery Center is available at www.thelivingcoast.org or (619) 409-5900.

###