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**Sponsors and Underwriters Mingle and Dine at Crystal Cove
Historic District as Crystal Cove Alliance Stirs Up Interest in Annual Gala
Coming Soon! “Surf, Sand & The Silver Screen – Starring Crystal Cove!”**

Newport Coast, Calif., June 13, 2011 – A cocktail reception to celebrate sponsors and underwriters of the 9th annual Crystal Cove Alliance Beach Gala: *Surf, Sand & the Silver Screen* set for Sept. 24 was held on the bluff-top deck at the Crystal Cove Historic District on June 1.

For the second consecutive year, The Resort at Pelican Hill generously stepped forward to secure the \$50,000 title sponsorship. An additional \$77,000 was generated from other enthusiastic sponsors and underwriters by the conclusion of the evening for a total of \$258,500 in cash and in-kind sponsorships raised to date.

“This was our largest and most exciting pre-gala party yet and we are very pleased to be well on our way to achieving our goal for this year.” said Laura Davick, Founder and President Emeritus of Crystal Cove Alliance. “Our guests enjoyed an idyllic Crystal Cove evening with sunny skies, cool ocean breezes and the uninterrupted view of the coastline below—definitely a prelude of what’s to come on Sept. 24. There is still a great opportunity for new sponsors to join us and help us to meet our cash goal of \$245,000.”

The sunset soiree, hosted by the Crystal Cove Alliance and led by gala Honorary Chairs Madeline and James Irvine Swinden, was attended by more than 85 guests, who enjoyed live music, specialty cocktails and heavy hors d’oeuvres generously catered by The Beachcomber Café, located at the Historic District.

The reception drew attention to the Saturday, Sept. 24 beachfront gala, whose “Surf, Sand & the Silver Screen” theme celebrates the rich history of filmmaking that took place at Crystal Cove, beginning with *Treasure Island* in 1918 and continuing to the Bette Midler movie *Beaches* in 1988.

Filmmaking history will, in fact, become a permanent part of the Historic District Cottage #13, where *Beaches* was filmed, will house a film museum to preserve this unique part of Crystal Cove’s past for future generations.

This summer Phase II restoration will be complete. A \$5.7 million project funded by Crystal Cove Alliance, Phase II, includes the Outdoor Education Commons, to be used

for public education programs and special events; the Film Museum (Cottage #13); two new overnight rentals (Cottage #45) including an ADA accessible cottage (Cottage #40); as well as 20 garage reconstructions; a new public restroom and all the infrastructure necessary to support them including an underground sewer system, electrical and retaining walls.

Additional sponsors and underwriters include: The Beachcomber Café, Marriott Newport Coast Villas, Montage Laguna Beach, Dan & Louise Brigham, Wayne Foster Entertainment, First Foundation Bank, HKA, Inc. Public Relations, Fostering Executive Leadership/Dr. Tammy Wong, Joan Irvine Smith & Athalie R. Clarke Foundation, Gregg & Celin Miller, Keith & Mara Murray, Research Affiliates, Roger's Gardens, Samueli Foundation, UCI Executive Vice Chancellor and Vice Chancellor for Research, Brigitte & Jose Collazo, Robert & Nadine Hall, Jackson Lewis, LLP, Soka University of America, UCI School of Biological Sciences, Lynda Thomas, Mary Dougher-Foster, Pam & Jim Young, Shelia & Mike Lefkowitz, Sue Bryant & David Gardiner, City of Newport Beach/Leslie Daigle, Debbie & Frank Rugani, Dan & Rosalie Gee, Ann Hillstrom, Steven & Rochelle Rabago and Pam & Arn Youngman.

Party-goers included many long-time supporters of Crystal Cove Alliance, who once again signed up to support this year's gala. Also attending were a variety of new friends of CCA, who learned about sponsorships and underwriting opportunities at the party.

The gala supports CCA's ongoing mission of education, restoration and conservation. Funds raised are instrumental to the continuation of innovative programming including Arts in the Park, Science and Nature in the Park (**SNAPI!**), Environmental Protection Projects and Programs, PORTS (Parks Online Resources for Teachers and Students) and educational programs for local classrooms. These interactive programs help teach Crystal Cove visitors and K – 12 school groups about the importance of valuing and protecting coastal resources.

About Crystal Cove Alliance

Crystal Cove Alliance (CCA), the official nonprofit partner of Crystal Cove State Park, is dedicated to preserving the cultural, natural and historic resources of Crystal Cove. Founded in 1999 to stop a planned luxury resort from overtaking the area, CCA rescued the historic site and initiated one of the most successful public-private partnership models in the history of the California State Park system.

Today, CCA is committed to preserving the coastal legacy through education, restoration and conservation. The partnership between Crystal Cove State Park and the Crystal Cove Alliance led to the renovation of 22 historic, beachfront cottages that are now open for overnight stays to the public; a feat that earned the park the prestigious Governor's Historic Preservation Award in 2007. A leader in fundraising, restoration, education and concession services, CCA is devoted to creating a sustainable future for Crystal Cove.

For more information, please visit www.crystalcovealliance.org

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