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Media Contact:
AnikaRamirez/HKA, Inc.
(714) 426-0444, anika@hkamarcom.com

CRYSTAL COVE ALLIANCE PRESENTS ITS FIRST 'PROHIBITION PARTY AND JAZZ ON THE BEACH'

The 7th Annual Gala Celebrates the Crystal Cove Community's Rise in the 1930s

Newport Coast, Calif., August XX, 2009 – Pack your flask and practice your Charleston because the 1930s are making a comeback for the Crystal Cove Alliance 7th Annual Gala: “Prohibition Party and Jazz on the Beach.” On Saturday, Sept. 26, Crystal Cove Alliance (CCA), the non-profit organization dedicated to the preservation and restoration of the Crystal Cove State Park Historic District, will transform the beach into an exclusive speakeasy to celebrate the Cove’s unique history and raise funds for their mission of restoration and education.

The theme of the gala is tied directly to Crystal Cove’s early Prohibition history when rum was running and jazz was hot! The event promises live music and dancing on the beach, vintage cars, authentic Prohibition cocktails, themed vignettes and coastal cuisine provided by culinary sponsors The Beachcomber Café, Montage Laguna Beach, The Resort at Pelican Hill and The St. Regis Monarch Beach.

The evening will kick off at 6 p.m. with cocktails and hors d'oeuvres leading into dinner and entertainment by a 1930s 7-piece jazz orchestra. Guests then will be invited to participate in a live auction and enjoy music and dancing well into the night.

“The annual gala is Crystal Cove Alliance’s most important event of the year. It provides our organization with 60 to 70 percent of our annual operating budget. With the current economy and major budget cuts within the California State Park system, this year’s event is more important than ever before for the on-going success of our organization,” said Laura Davick, founder and director of public affairs for Crystal Cove Alliance. “The Prohibition theme creates an incredible opportunity for people to step back in time and to experience Crystal Cove as it was when families first took up residence in the 1930s. Our mission is to preserve the authenticity of this incredible historic resource and we could not think of a better way to celebrate and educate than to travel back to the Cove’s early beginning.”

Guests are encouraged to don 1930’s inspired attire or embrace the coastal style of Crystal Cove in upscale beach apparel. Tickets for the Crystal Cove Alliance 7th Annual Gala: Prohibition Party and Jazz on the Beach can be purchased at

<http://www.crystalcovealliance.org/gala2009/>. Tickets are \$300 each, all inclusive and tax deductible.

Proceeds from this year's gala will also benefit CCA's new educational programs that promote the appreciation and protection of California State Park's natural, cultural, and historic resources. Broken into three themes, the programs include: Arts in the Park – which builds on the 90-year tradition of plein-air artists celebrating the beauty of the land and seascapes; Science and Nature in the Park (SNAP) – which connects, in interesting ways, visitors to the current scientific research; and Living History – which offers visitors the opportunity to relive a part of Crystal Cove's colorful past.

Crystal Cove Alliance 7th Annual Gala: Prohibition Party and Jazz on the Beach official sponsors include: The Marisla Foundation, Cox Conserves, Crystal Cove Beach Cottages, Dan & Louise Brigham, Neiman Marcus, HKA, Inc. Public Relations, Miller Environmental, Inc., Orange Coast Magazine, Rick & Wendy Aversano, Samuelli & Eisenbert, Dunkel Bros. Machinery Moving, Fostering Executive Leadership – Dr. Tammy Wong, Montage Laguna Beach, Southern California Edison, UCI Executive Vice Chancellor & Vice Chancellor for Research, Young's Market Company, Family Classic Cars, First Foundation Bank – Dave & Lynn Rahn, Fritzier Design, Irvine Ranch Water District, Jackson Lewis LLP, Northern Trust, Pam & Jim Young, Roger's Gardens, Soka University of America and UCI – School of Biological Sciences. With culinary sponsors: The Beachcomber Café, Montage Laguna Beach, The Resort at Pelican Hill and The St. Regis Monarch Beach.

About Crystal Cove Alliance

Recently referred to as “the most important non-profit to emerge in the region,” Crystal Cove Alliance is dedicated to protecting and preserving the Crystal Cove State Park Historic District's cultural, natural and historic resources.

Crystal Cove Alliance (CCA) was founded in 1999 to stop a planned luxury resort in Crystal Cove. CCA went on to become Crystal Cove State Park's official non-profit partner, secure the 20-year concession contract for the restaurants and cottage rentals and clean up the Los Trancos watershed. In 2007, Crystal Cove was awarded the prestigious Governor's Historic Preservation Award for restoring 21 of the historic cottages. Today, CCA's leadership in fundraising, restoration, education and concession services has led to one of the most successful public-private partnership models in California State Park's history.

For further information, please visit www.crystalcovealliance.org

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