



FOR IMMEDIATE RELEASE

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

'SURF, SAND AND THE SILVER SCREEN' GALA RAISES \$200,000 FOR CRYSTAL COVE ALLIANCE

NEWPORT COAST, Calif., Sept. 27, 2011 – Beneath the stars, the glitz and glamour, Old Hollywood was re-created Sept. 24 at Crystal Cove Alliance's (CCA) 9th Annual Beach Gala: *Surf, Sand and the Silver Screen* presented by Pelican Hill Resort. More than 425 guests celebrated the organization's remarkable year as well as the rich history of filmmaking at Crystal Cove's cottages and shores. The event netted more than \$200,000 to help fund CCA's mission of restoration, education and conservation.

"It was a spectacular way to commemorate the legacy of Crystal Cove, particularly the Cove's historic role on Hollywood's silver screens," said Laura Davick, CCA founder and president emeritus. "The tremendous support we received Saturday night was critical for allowing us to continue to preserve and cultivate our coastal treasure."

The sold-out event on the blufftop overlooked the picturesque shoreline below. As they entered the reception, guests were greeted by the Chapman University theatrical group CAST, portraying timeless Hollywood characters. With a backdrop of cutouts of the likes of James Dean and Marilyn Monroe, and fueled by butler-passed canapés, such as citrus-infused lobster ceviche provided by The Beachcomber Cafe, partygoers were the celebrities of the evening.

Attendees enjoyed a sumptuous four-course dinner prepared by the Executive Chefs of Pelican Hill Resort and Montage Laguna Beach. Wayne Foster Entertainment performed period classics such as "Boogie Woogie Bugle Boy" to more modern songs like Katy by Perry's "California Girls." Guests dined and danced throughout the evening.

Gala proceeds were generated through sponsorships, underwriting, ticket sales, general donations, live auction and a fund-a-need program. The auction featured exclusive items all hotly contested, including a marine research-themed two-night stay at the Cove's Park & Marine Research Facility (Cottage #22); a four-day, three-night chartered getaway to Catalina Island aboard, *Passage West 2*, a private 95-foot luxury yacht with a personal captain and crew, accompanied with an exquisite selection of Zotovich Cellars Wine; and a personal golf cart from Orange County Monster Carts. Guests were also encouraged to participate in an opportunity drawing for a "diamond star treasure" necklace from David Yurman, valued at \$4,000.

Among the many notable guests were Honorary Chairs Madeline and James Irvine Swinden, Director of California State Parks Ruth Coleman, The Beachcomber Café founder Doug Cavanaugh, Laguna Beach Mayor Toni Iseman and Newport Beach City Councilwoman Leslie Daigle. Hollywood legend and coastal preservation activist, Clint Eastwood, could not attend in person, but his strong presence was felt as the onscreen narrator of a short video played at the beginning of the evening.

Proceeds from the gala traditionally account for over 50 percent of CCA's annual staffing costs. The funds also benefit a new series of education programs—including Arts in the Park, Science and Nature in the Park (**SNAPI**) and Living History—in addition to the preservation of Crystal Cove for future generations.

Official sponsors included: Resort at Pelican Hill Newport Beach, The Beachcomber Café, Marriott Newport Coast Villas, Montage Laguna Beach, Rick & Wendy Aversano, Dan & Louise Brigham, Wayne Foster Entertainment, Exclusive Media Sponsor, COAST MAGAZINE, Crystal Cove Beach Cottages, 4LEAF, Inc, First Foundation Bank, HKA, Inc. Public Relations, Fostering Executive Leadership/Dr. Tammy Wong, Joan Irvine Smith & Athalie R. Clarke Foundation, Wayne & Dona Leicht, Miller Environmental, Keith & Mara Murray, Research Affiliates, Roger's Gardens, Samuelli Foundation, UCI Executive Vice Chancellor Michael Gottfredson and Vice Chancellor for Research, John C. Hemminger & Dr. Sue V. Bryant, The Ueberroth Family Foundation, Wylie & Bette Aitken, Bank of the West, Diana & Gareth Evans, Robert & Nadine Hall, Jackson Lewis, LLP, One World One Ocean Foundation, Passage West2/Brigitte & Jose Collazo, Fred & Wendy Salter, Soka University of America, Sterling BMW, UCI School of Biological Sciences, XAN Confections, Lynda Thomas, Union Bank, AT & T, Mary Dougher-Foster, Ann Eve Hazen, Pam & Jim Young, Shelia & Mike Lefkowitz, Maya & Tom Redwitz, Sue Bryant & David Gardiner, California State Parks Foundation, Jean & Tim Weiss, Lla & Victor Assad, City of Newport Beach/Leslie Daigle, Debbie & Frank Rugani, Dan & Rosalie Gee, The Hillgren Family, Ann Hillstrom, Steven & Rochelle Rabago and Nancy & Arn Youngman.

With the outpouring of support from the generous sponsors and local community, CCA has experienced growth in its conservation and preservation efforts. In addition, CCA has created new educational programs and courses for children and adults, interpretive community programs and rotating art exhibits in beachfront Cottage #46. This year also has brought the opening of the California State Parks Department's El Moro Campground and the reopening of the landmark Crystal Cove Shake Shack.

CCA was successful in raising over \$6 million for Phase II Restoration, which will be completed this year. Cottage #13, where Bette Midler's *Beaches* was filmed, will re-open as a film museum to highlight Crystal Cove's presence in over 20 Hollywood movies. The restoration project also includes the Outdoor Education Commons, to be utilized for public education programs and special events; conversion of Cottage #40 to be an Americans with Disabilities Act (ADA)-accessible cottage and Cottage #45, both new overnight rentals; and new public restrooms. Next step in the restoration project will be Phase III.

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 CCA 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

###