



Friends of A1A Scenic & Historic Coastal Byway



MEDIA ADVISORY
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"O" What an Environmental Day at the Friends of A1A Fair

More than 500 St. Johns and Flagler County byway travelers and residents turned out on May 1st for the Friends of A1A Scenic and Historic Coastal Byway first annual Environmental Education Fair at Marineland that featured interactive workshops, story telling, entertainment and a large beach clean-up.

The goal of the day was to show how important people are in preserving and protecting the coastal corridor through community activism in keeping beaches clean.

Participants at the free daylong event learned about all aspects of the 72-mile Byway, such as its seashells, birds and endangered wildlife, including the right whale and sea turtles. Marine archaeology and other historical aspects of the Byway were also featured, as were how to create backyard habitat for wildlife. All were awed by the speakers and entertained by nature's sounds on flutes, seashells and guitars. Some even kayaked along the scenic Matanzas River.

The adults and children who attended the event said that by the end of the day, they knew more about the coastal environment than when they arrived, A1A Administrator Sallie O'Hara said.

"People told us that what they learned made them think about changing their behavior, such as more recycling and the environmental effects of plastic water bottles," she said. "Children were entertained by story-telling, workshops, the more than 50 vendor displays and exhibits and their parents were equally entertained as well."

The keynote speaker was Michael Klubock, Executive Director of the Malibu Foundation for Environmental Education, who conducted an interactive workshop about ways people can protect their environment and become good stewards. Children participated by answering in unison the answers to his questions, such as "clean," "earth" and "recycle."

After that, Klubock led the group on a beach clean-up at the River to Sea Preserve that concluded with an aerial flyover to photograph the participants and their garbage bags. The aerial art for the day (photo attached) was the "O" symbolizing Friends of A1A's love for the ocean by keeping it litter free.

Upon returning, the Black Raven Pirates led the group on a treasure hunt that allowed them to win prizes that included a one night stay for a family at Hammock Beach Resort valued at \$380; tickets for two for the Dolphin Discovery at the Conservation Center valued at \$398;

(more)

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