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**Jackson Browne Receives Ocean Hero Award for his Fight Against Plastic Pollution
Feb. 23 Officially Declared 'Jackson Browne Day' in City of Santa Cruz**

(February 15th, 2011) Santa Cruz, CA - [Save Our Shores](http://www.saveourshores.org) (SOS), the leader in ocean advocacy on California's Central Coast, will honor world famous musician and activist Jackson Browne with their **Ocean Hero Award** before his solo acoustic tour kicks-off in Santa Cruz on Wednesday, February 23rd. The organization and Santa Cruz Mayor, Ryan Coonerty, will proclaim the date Jackson Browne Day in the City of Santa Cruz.

Jackson Browne is being recognized for his decades of social, environmental and anti-plastic activism, his ongoing dedication to ocean issues. His work as a pioneering member of the Plastic Pollution Coalition and his heartfelt songwriting reflect his passion for social change.

"It's not a complicated thing," said Jackson Browne, in his interview with the Santa Cruz Weekly. "All the plastic the world has ever made is still out there. It doesn't go anywhere because it doesn't break down. This is a critical moment in our planet's life. Plastic was a big mistake, and we need to do something about it.

Save Our Shores could not agree more. The environmental group has removed over 25,000 plastic bags during beach and river cleanups around the Monterey Bay National Marine Sanctuary since the summer of 2007 alone, and is currently working to pass measures to ban single-use plastic bags in every municipality and county bordering the Sanctuary.

"Ridding the world of the plastic pollution menace takes rock stars, scientists, kids, activists, inventors, politicians and businesses all rethinking how we use this material," says Dr. Wallace J. Nichols, marine biologist and SOS Board Member. "Jackson always leads by example, and puts the burning issues on the line, which is equally as impressive as his considerable musical gifts."

Nichols and Laura Kasa, Executive Director for SOS, accompanied by David Terrazas, Santa Cruz City Council Member and former SOS Board Member, will present Jackson Browne with the **Ocean Hero Award** during the band's pre-concert sound check at the Santa Cruz Civic Auditorium. The actual award, a clay, ocean-themed platter with the Jackson Browne Day proclamation inscribed, was generously created by students of the Gateway School in Santa Cruz.

About Save Our Shores:

Save Our Shores is the Central Coast leader in caring for the marine environment through ocean awareness, advocacy and citizen action. Our core initiatives are Plastic Pollution, Clean Boating, and Ocean Awareness. Over the last 30 years, Save Our Shores helped to establish the Monterey Bay National Marine Sanctuary, prevent offshore oil drilling and cruise ship pollution, and today focuses on educating youth about our local watersheds, tackling pollution on our beaches and rivers, implementing our renowned DockWalker program, and providing our community with educated and inspired Sanctuary Stewards. For more information visit: www.saveourshores.org.

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