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SANTA BARBARA CHANNELKEEPER CELEBRATES ITS 20TH ANNIVERSARY

Non-profit launches year-long campaign celebrating two decades of environmental defense

Santa Barbara, CA – For 20 years Santa Barbara Channelkeeper has protected the precious water resources in and along the Santa Barbara Channel through science-based advocacy, education, field work, and enforcement. The organization is dedicated to actively addressing the primary threats to these water resources, including plastic pollution, urban and agricultural runoff, dewatered streams, wetland destruction, sewage spills, offshore fracking, and oil spills, among others.

By monitoring ecosystems and tracking pollution; educating community members, young people, and policymakers; advocating for sound water policies; and enforcing environmental regulations through legal action, Channelkeeper has made a significant impact to protect water quality and aquatic habitats in the Santa Barbara Channel and its watersheds. In fact, since its founding, Channelkeeper has compelled numerous polluters to clean up their acts, effected countless policy changes to better protect our waterways, engaged 4,500 volunteers in its programs, and educated tens thousands of students and adults about water pollution and solutions in classrooms, in the field, and through a variety of creative media and public outreach campaigns.

The Channelkeeper team is excited to dive in to its 20th year of work for clean water on the South Coast in 2020, and to celebrate the organization's first two decades of environmental impact with the local community through a series of fun initiatives and events.

Channelkeeper will officially celebrate 20 years of environmental protection at its [20th Annual Blue Water Ball](#), a fundraising gala and silent auction taking place Saturday, March 14th at Deckers Brands' Headquarters in Goleta. The Blue Water Ball is Channelkeeper's most important event of the year and a lively gathering of ocean-loving community members, business owners, public officials, influencers, and supporters from Santa Barbara and neighboring counties who come together to celebrate the Santa Barbara Channel and toast to Channelkeeper's many victories for clean water.

This year, Robert F. Kennedy, Jr. will present the keynote address. Mr. Kennedy is an environmental attorney, author, activist, and clean technology entrepreneur. He is the founder, Senior Attorney and

President of Waterkeeper Alliance, one of the fastest-growing grassroots environmental movements in the world. Mr. Kennedy spoke at Channelkeeper's inaugural Blue Water Ball in 2000, and the organization is thrilled to welcome him back to help commemorate two decades of achievements for clean water on the South Coast.

Channelkeeper will also commemorate its 20th Anniversary with the release of a 20-year impact report, a new website, and twenty multi-media profiles of *Channelkeeper Heroes*, local individuals who have supported the organization and its work over the past 20 years. It will also soon launch the *Channelkeeper Challenge*, a new initiative to encourage members of the community to explore the beauty of our coastal environment, engage in volunteer activities, and act as environmental advocates.

"We're excited to celebrate 20 years of local environmental protection with initiatives that not only engage our community and inspire advocacy, but that also enable us enjoy the extraordinary water resources we love and work hard to protect," said Santa Barbara Channelkeeper Executive Director, Kira Redmond. "We've come a long way in the last two decades, and we have our work cut out for us in the years to come. We're deeply grateful for the support and involvement of our community and look forward serving as your clean water watchdog and advocate long into the future."

About Santa Barbara Channelkeeper

Santa Barbara Channelkeeper was founded in late 1999 as a program of the Environmental Defense Center and became an independent 501(c)(3) non-profit organization in 2001. The organization has worked to protect water quality, restore aquatic ecosystems, advocate for clean water, enforce environmental laws, and educate and engage citizens in implementing solutions to water pollution and aquatic habitat degradation.

Santa Barbara Channelkeeper is a member of [Waterkeeper Alliance](#), a coalition of more than 300 grassroots Waterkeeper groups on six continents collectively patrolling and protecting more than 2.7 million square miles of watersheds and defending their communities' right to clean water. It is also a member of the [California Coastkeeper Alliance](#), a coalition of California Waterkeepers working to strengthen water quality and marine habitat protections at the state level. To learn more, please visit www.sbck.org