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PROHIBITION PARTY ON THE BEACH RAISES \$180,000 FOR CRYSTAL COVE ALLIANCE

***The Early 1930s-Inspired Gala Attracted Guests All Over Orange County
to Aid in Preserving and Restoring the Historic Coastal Area***

Newport Coast, Calif., Sept. 28, 2009 – More than 410 guests, clad in flapper dresses, feathers, pinstripe suits and fedoras, stepped back in time Saturday for Crystal Cove Alliance's 7th Annual Gala: Prohibition Party and Jazz on the Beach. The early 1930s theme transformed the cove into an exclusive speakeasy in honor of the beach community's development during the Prohibition era. The event netted \$180,000 to help fund CCA's mission of preservation and continued restoration of the area as well as the expansion of the nonprofit's educational programs.

"We are thrilled that we exceeded our fundraising goal of \$160,000 by \$20,000. I am overwhelmed with gratitude to know that, despite the economic climate, our mission to preserve and restore this historic site has remained of utmost importance to the Orange County community and beyond," said Laura Davick, founder and director of public affairs for Crystal Cove Alliance. "The live auction alone raised \$45,700. The Prohibition Party was everything we had envisioned; a tangible tribute to Crystal Cove's remarkable past and a spirited celebration of our hope for its future. I am forever thankful to each of our supporters."

Prohibition Party guests entered the speakeasy doors at 6 p.m. by using the password, "hi de ho" and were led onto the beach on the south end of the Crystal Cove Historic District where the gala was held. With their toes in the sand during the slow coastal sunset, attendees enjoyed authentic Prohibition cocktails, including classics like, "bathtub gin fizz" and "sidecars," while munching on various butler passed canapés.

As the sunset ended around 7 p.m., the fog rolled in over the cove creating a dreamlike setting for the coastal speakeasy where the Brenna Whitaker Jazz Orchestra took stage and began performing early 1900s hits like "It Had to Be You" and "Big Spender." While guests dined, students from the Chapman University theatrical student group CAST, dressed in complete Prohibition-era costume, began dancing to the music and enticing guests onto the dance floor.

Gala proceeds were generated through sponsorships, ticket sales and a live auction hosted by local TV personality, Ed Arnold of Real Orange on KOCE, which included exclusive items such as a 'science-themed' two night stay package in the Crystal Cove

cottage #22 Park and Marine Research Facility. Among the 410 in attendance, notable guests included Calif. State Senator Tom Harman and Ruth Coleman, director of Calif. State Parks.

Culinary sponsors The Beachcomber Café, Montage Laguna Beach, The Resort at Pelican Hill and The St. Regis Monarch Beach provided the event's gourmet cuisine. The three-course menu, based on 5-star hotel menus from the Prohibition era, was created by Executive Chef Frederic Castan, The St. Regis, Monarch Beach, Executive Chef Jean-Pierre Dubray, The Resort at Pelican Hill and Executive Chef Matt Leonard, Montage Laguna Beach.

Proceeds from the gala traditionally account for 60 to 70 percent of CCA's annual operating budget. The funds will also benefit 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's 7th Annual Gala: Prohibition Party and Jazz on the Beach official sponsors included: 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 & Eisenberg, 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, Fritzler 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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