

Catalina's Coves: All Ashore, Let's Explore!
19th Annual Catalina Island Conservancy Ball

AVALON, CA, April 7, 2014- The historic Avalon Casino came alive with dinner, dancing and support for the wildlife programs of the Catalina Island Conservancy on Saturday, April 5, at the 19th Annual Catalina Island Conservancy Ball. More than 400 people celebrated the work of the Conservancy to protect and restore the Island's wildlands.

"We all look forward to this event each year," said Ann Muscat, Ph.D., Conservancy president and CEO. "It's always a wonderful evening with loyal supporters and new friends. We are so grateful for the support from those who came to celebrate with us for the evening. Their generosity funds our mission programs in conservation, education and recreation."

A highlight of the evening was the presentation to the Conservancy of a 2014 all electric RAV4 by Michael Rouse, vice president of Toyota Motor Sales USA. "Because of my affinity for Catalina Island, it's my special honor to present the Catalina Island Conservancy with this brand-new Rav 4!" said Rouse. "My connection to the Island runs deep. My grandparents came to Catalina for their honeymoon in 1924 and stayed at the Hotel St. Catherine. My parents and I have been coming to the Island since I was 11 years old. I love this Island, and I admire the Conservancy's work, which also mirrors Toyota's strong commitment to sustainability."

This year's theme, *Catalina's Coves: All Ashore, Let's Explore!*, evoked the spirit of days spent in the Island's sparkling coves and hiking its rugged trails with spectacular views. The theme was both nostalgic and contemporary for the Marineros, the ball's co-sponsor and the Conservancy's largest support group. The Marineros are comprised of members of Southern California's boating community and yacht clubs.

A special inspirational video, *All Ashore, Let's Explore!*, produced by MO'z Art, was screened for the guests. The video highlighted the work of the Conservancy and how people of all ages enjoy the Island by hiking, taking Jeep® Eco Tours and exploring the Wrigley Memorial & Botanic Garden--as well as the beaches and coves.

The Raise Your Paddle auction, with 100 percent of proceeds going to Conservancy wildlife programs, was kicked off with a generous grant of \$25,000 by Helen Rich, great-granddaughter of Ada and William Wrigley Jr. That was followed by a live auction of exciting vacation getaways, island experiences and a one-of-a-kind Balthazar bottle, 12 liters of Rusack Santa Catalina Island Vineyards' 2011 Pinot Noir.

The silent auction included more than 140 treasures for guests to explore and bid on before and during the dinner. A few of the more popular items included unique Catalina memorabilia, such as a rare 1930s Tru-View viewer with films of Catalina Island. Selections of pressed native plant specimens were a popular item.

Other bid items included rare opportunities to learn about Catalina's natural history in the Island's wildlands with the experts. Among the items were a full-day Jeep® Eco Tour with Conservancy President and CEO Ann M. Muscat, Ph.D.; a day in the field fox-trapping with Conservancy Director of Wildlife Management Julie King, and a natural history tour with Conservancy Chief Conservation and Education Officer John M. Mack.

Doors opened for Avalon-residents after the live auction for dancing to the sounds of Society Beat, a 16-piece band from San Diego.

PHOTOS & CAPTIONS



Michael Rouse, vice president of Toyota Motor Sales USA, presents the Catalina Island Conservancy with the keys to a new all electric RAV4. Photo by Iris Tyler.



The theme of this year's Catalina Island Conservancy Ball was both nostalgic and contemporary for the Marineros, the ball's co-sponsor and the Conservancy's largest support group. In this photo are some of the attendees from the Balboa Yacht Club. Photo by Iris Tyler.