

Contact: Matt McClain
Catalina Island Conservancy
Phone: (562) 437-8555 x 1230
Mobile: (949) 228-1171
mmcclain@catalinaconservancy.org



For Immediate Release

CATALINA CONSERVANCY ASKS “WILL YOU GO OUT WITH US?” Join Us for Our 2nd Annual “Opt Outside” Day

Avalon, CA (November 15, 2016) – The traditional holiday shopping season kicks off later this month, and millions of Americans across the country are expected to flock to malls and shopping centers looking to capitalize on “Black Friday” deals. The Catalina Island Conservancy announced that it will once again be joining outdoor retail giant REI in encouraging the public to forgo their shopping plans and instead “Opt Outside” and enjoy the great outdoors.

In observance of “Opt Outside” the Catalina Island Conservancy is offering free admission to the Wrigley Memorial & Botanic Garden on Friday, November 25th. Visitors are invited to spend the day exploring the Conservancy’s collection of native trees and plants and to hike the popular Garden To Sky trail.

“We believe that there is no greater gift than the natural world around us,” said Tony Budrovich, chief executive officer for the Catalina Island Conservancy. “I can think of no better way to kick off the holiday season than spending the day outside with friends and loved ones.”

In order to “Opt Outside” and receive free entry into the Garden, guests must register online to receive their admission voucher.

Catalina visitors and residents are asked to share photos of themselves enjoying Catalina Island’s bountiful outdoor sights and activities on their social media channels with the tags #optoutside and #CIC.

To register for the Catalina Island Conservancy’s Opt Outside offer, go to www.catalinaconservancy.org/optoutside.

About Catalina Island Conservancy

Formed in 1972, the Catalina Island Conservancy is one of California's oldest land trusts. Its mission is to be a responsible steward of its lands through a balance of conservation, education and recreation. Through its ongoing efforts, the Conservancy protects the magnificent natural and cultural heritage of Santa Catalina Island, stewarding approximately 42,000 acres of land and more than 60 miles of rugged shoreline. It operates an airport and 50 miles of biking and nearly 150 miles of hiking opportunities within its road and trail system. The Conservancy conducts educational outreach through two nature centers, its Wrigley Memorial & Botanic Garden and guided experiences in the Island’s rugged interior. Twenty miles from the mainland, the Island is a treasure trove of historical and archaeological sites. It also contains numerous rare and endangered animals and plants. The Island is home to 60 species – and counting – that are found only on Catalina. For additional information, please visit www.catalinaconservancy.org.