

A DAY AT THE BEACH

01-24 september
WEST COAST ADVENTURE FESTIVAL
2009

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MEDIA ADVISORY

FOR IMMEDIATE RELEASE

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WHEN: Tuesday 1 September 2009. Multiple activities: 6.00am the adventure trek begins, 10am the first 'beach day' begins, 6.30pm the first 'wild night' begins. 16 events follow over the next 24 days.

WHERE: Various locations: Kohaihai carpark (10 km north of Karamea) adventure begins. Karamea township (1 hour drive north of Westport) for both 'beach day' and 'wild night'. See www.adayatthebeach.org.nz for more details.

WHO: Guy Ryan (Festival Director), Louis Brown (Festival Director), business commentator Rod Oram (Festival Speaker)

WHAT: A committed group of West Coasters will set off on a 350km trek from Karamea to Franz Josef on 1 September 2009. They will be joined by people from all walks of West Coast life for sections of the journey. Over the 24 days and nights of the Festival, the trek will pause to collaborate with West Coast communities in 16 regenerative events – beach clean-ups, tree plantings, national and international speakers, live music and short films. This Festival has something for everyone!

WHY: Available angles

- New Zealand's newest festival celebrates an exquisite yet fragile coastline (three national parks, one world heritage area) with action (over 4000 native trees planted, 10 tonnes of 'waste' removed) and adventure (350km of rugged coastline in just over three weeks).
- Two young West Coasters – "small town boys made good". They grew up in a region with a complex and unique social history, and have returned to work towards their vision of a thriving future for that region, kicked off with a festival pulled together on the smell of an oily rag.
- Inspired by Edmund Hillary and Sir Peter Blake, this is a uniquely Kiwi event. At the interface of adventure, community and the environment – this festival is a celebration of what it is to be a Coaster!
- Why 350km? The trek is raising awareness about **350 parts per million** – the atmospheric concentration of carbon dioxide that leading scientists say is the safe upper limit for humanity. This is the first major 350-themed event to take place in New Zealand, and marks the beginning of a series of 350 events organized under the 350.org.nz umbrella. These events will culminate in the 350 International Day of Climate Action on October 24th, when thousands of communities all over the world will be taking actions calling for a fair global climate treaty that meets the science, and gets us on track for a safe climate future.

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