



For Immediate Release

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***Martin Luther King, Jr Day of Service
Celebrating New Signage on the Palos Verdes Nature Preserve***

PALOS VERDES PENINSULA, January 5 – Bring the family to help restore the natural lands benefiting local wildlife and our community on Monday, January 15th, 9 am to 12 pm at the Alta Vicente Reserve. This special day will include City of Rancho Palos Verdes Mayor Susan Brooks dedicating the beautiful new Preserve Identification and Orientation Signs at Alta Vicente Reserve.

The City of Rancho Palos Verdes and the Palos Verdes Peninsula Land Conservancy worked together on an exciting new project to create signage for the Palos Verdes Nature Preserve entry points. The first signs were recently installed at the Alta Vicente Reserve and Portuguese Bend Reserve, two of 11 reserves that comprise the 1,400 acre Palos Verdes Nature Preserve. The identification signage will mark official entry points to the Preserve. The orientation panels will replace older signage and display interpretive and regulatory information. Palos Verdes Peninsula Land Conservancy Executive Director Andrea Vona is excited about the improvements to the Preserve *“These beautiful signs are an important way to raise visitor awareness about the unique character and sensitive nature of the Palos Verdes Nature Preserve.”*

The signage design and placements were carefully chosen to enhance the natural beauty of the Nature Preserve, be robust and fit cohesively within the natural surroundings. The signs include preserve rules and instructions for contacting law enforcement. According to Mayor Susan Brooks, *“The signage concept and design plan was well received at a previous City Council Meeting, Preserve Public Forum meetings and stakeholder meetings. Public input has been invaluable to this project.”* The design was provided by Hunt Design, an internationally-recognized consulting firm specializing in wayfinding design, signage systems, environmental graphics and exhibit design for public spaces, parks and museums. Support for this project has been provided by Los Angeles County Regional Park and Open Space District and the State of California Habitat Conservation Fund.

Alta Vicente Reserve is a 55-acre natural area with impressive ocean views located below and around the Rancho Palos Verdes City Hall. It is the current location of a 23-acre restoration project. Conservancy Director of Conservation Adrienne Mohan explains, *“The restored site will sustain an environment unique to the Palos Verdes Peninsula, particularly plant communities of coastal sage scrub, cactus scrub and Palos Verdes blue butterfly habitat. The restored land will provide much-needed refuge for rare species such as the California gnatcatcher and the cactus wren and wildflowers will provide nectar for pollinators.”* The Conservancy’s field crew has worked tirelessly this past fall and continues with help from hundreds of dedicated volunteers including corporate, student and scout groups, members of AmeriCorps and the Long Beach Conservation Corps to plant an impressive 15,000 native plants.

On the “MLK, Jr. Day of Service,” volunteers of all ages are invited to help plant 300 native, drought tolerant plants. Interested community members are invited to come to the Alta Vicente trailhead next to St Paul's Lutheran Church at 31290 Palos Verdes Drive W, Rancho Palos Verdes, CA 90275. Parking is available on the street [not in the church parking lot]. Extra parking is at City Hall. Please wear closed-toed shoes, sun protection and be sure to bring drinking water and a snack. A reusable water bottle is recommended. To volunteer, sign up at: www.pvplc.volunteerhub.com or call (310) 541-7613.