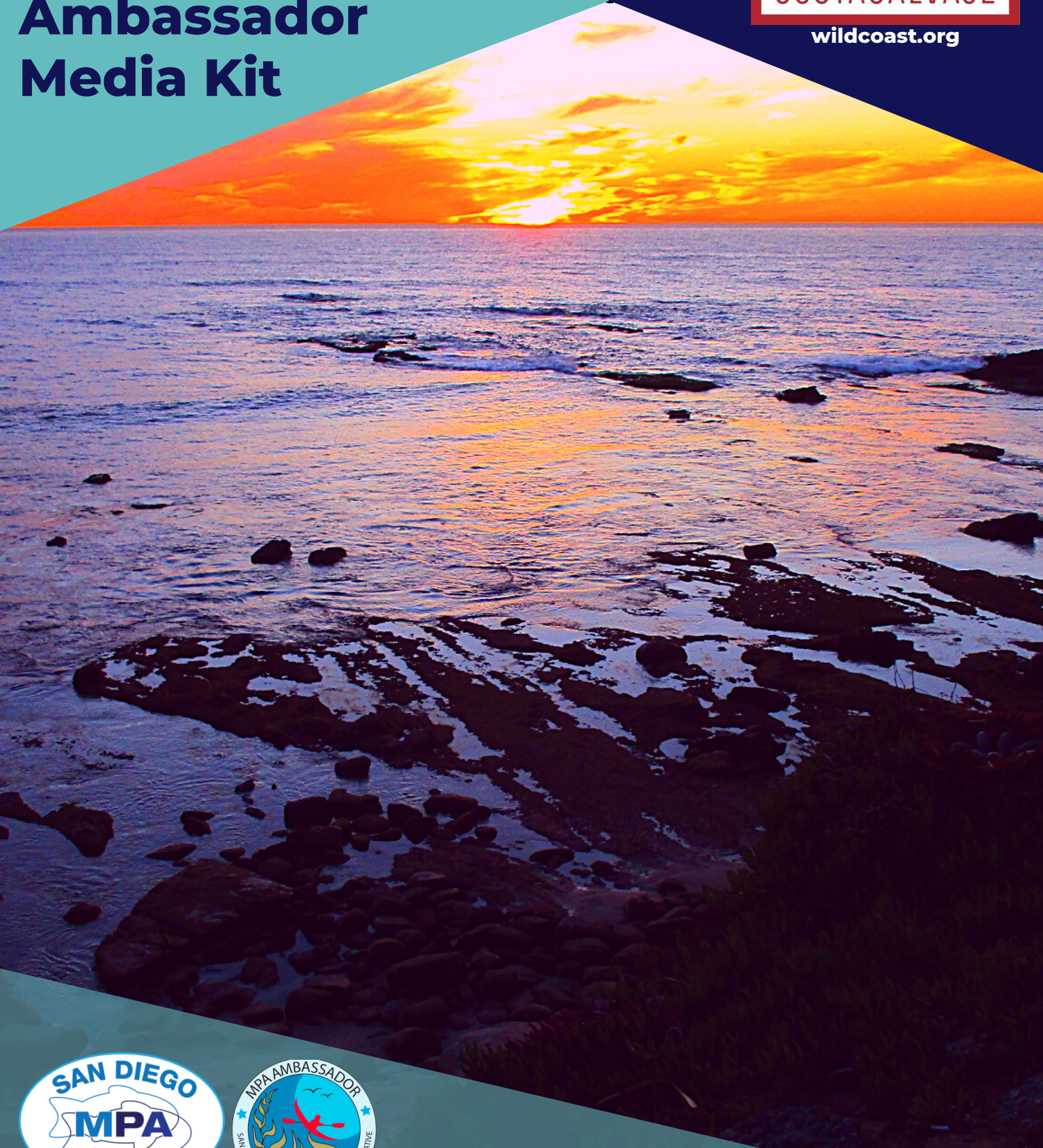


MPA Tidepool Ambassador Media Kit

WILDCOAST

COSTASALVAJE

wildcoast.org



Parish Rye

Marine Protected Area Tidepool Ambassador

Key Messaging



TIDEPOOLS ARE DIVERSE AND IMPORTANT COASTAL ECOSYSTEMS.



HUMAN ACTIVITY IS DAMAGING TIDEPOOLS.



WILDCOAST IS WORKING TO SAVE TIDEPOOLS AND YOU CAN HELP!



Tidepools are diverse and important coastal ecosystems.

The intertidal zone - the area between the low and high tide lines at the coast - can be a very challenging place to live. During high tide waves crash down repeatedly, while during low tide the creatures that cling to life in the small pools of water left behind are exposed to direct sunlight, predators, and curious humans. Tidepools are dynamic ecosystems of interconnected sand, rocks, algae, plants, and animals. They provide shelter and food for some of the most amazing creatures with diverse adaptations such as sea anemones, sea stars, barnacles, crabs, shorebirds, and even octopus and lobster. Tidepools also serve as important nurseries for many ocean fish!

Human activity is damaging tidepools.

It is critical to respect intertidal ecosystems - beaches and tidepools - and all of the critters that hang out there. This is especially true for our marine protected areas (MPAs) - where removing tidepool organisms is illegal. Visitors to tidepools can, intentionally or inadvertently, cause harm to these important ecosystems by trampling, turning over rocks, displacing both living and nonliving resources, and collecting intertidal species or shells. Pollution, development, and climate change also threaten tidepools and the creatures that live there.

WILDCOAST is working to save tidepools and you can help!

WILDCOAST conserves coastal and marine ecosystems and addresses climate change through natural solutions. In San Diego County, WILDCOAST helps to conserve 17,779 acres of marine protected areas, which include popular tidepools such as Cardiff, False Point, Dike Rock, and Cabrillo. Tidepooling is a great way to explore the outdoors and learn about nature. To make sure these amazing ecosystems thrive for years to come, use your good sense and follow the "Good Tidepooler Rules" whenever you visit.

The following guidelines have been set up to help tidepool explorers minimize their impact on tidepool organisms and habitat.

The "Good Tidepooler Rules"



1. Never remove animals, shells or rocks from the tidepools.

Placing animals in buckets, even for a short time, is like leaving a dog in a hot car. The high temperatures can kill the delicate tidepool animals. When you remove rocks and shells, even broken and empty ones, you are taking a future hermit crab home or camouflage for an anemone or sea urchin.



2. Never pick up animals...observe them where they are.

We are visitors in the tidepool creature's neighborhood. Picking up animals and putting them down in another part of the refuge is like something picking us up from our home...and putting us down IN ALASKA! We would feel very out of place. So do the animals.



3. Walk gently, taking care not to step on plants or animals.

Many animals in the tidepool take cover in the cracks and in seaweed that grows on the rocks. Careless footsteps can crush animals we can't see hiding in the tidepools.



4. Never turn over rocks.

Tidepool creatures hide under rocks for many reasons. When you turn rocks over you may leave the animals exposed to the hot sun and they may not survive. You might also leave them out in the open where they may be eaten by predators like birds and fish.



TO REPORT POTENTIAL VIOLATIONS CALL 1-888-DFG-CALTIP

CalTIP (Californians Turn In Poachers and Polluters) is a confidential secret witness program that encourages the public to provide California Department of Fish and Wildlife with factual information leading to the arrest of poachers and polluters.

