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## PRESS RELEASE

FOR IMMEDIATE RELEASE

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### City of Miami Beach is Ready for Sea Turtle Nesting Season

— Encouraging Residents and Visitors to #MBSHareTheShore —

**Miami Beach, FL** – Every year from April to October, gentle giants come to our seven-miles of beach to lay their nests. During this time period, the City welcomes loggerhead, leatherback and green sea turtles to nest on the shoreline of our coastal community.

“The shoreline of our very own beaches marks the beginning of their long journey to adulthood,” noted Commissioner John Elizabeth Alemán. “Recognizing their vulnerability as newborn turtles and endangered species, we’re committed to doing everything in our power to protect them through advocacy, policy and most importantly – education.”

To safeguard these baby hatchlings as they begin their journey to sea, the City of Miami Beach has held workshops to engage the public and is launching a marketing campaign targeting our residents, businesses and global visitors. Through social media and a prominent advertising campaign, the City is educating these parties that sea turtle nesting season has begun. The campaign educates beachgoers and beachfront properties with tips to keep nests safe. These guidelines include not touching nests or hatchlings; minimizing artificial light; removing beach furniture, umbrellas and other potential obstacles after a day at the beach; and being an advocate for these little ones by spreading the word to neighbors and friends and reporting nest disturbances to the Florida Fish and Wildlife Conservation Commission (FWC).

Education and building awareness is only one aspect of the City’s program. City staff is to prioritize lighting retrofit and enforcement efforts in areas that will have the greatest impact. In Lummus park for example, the lights have been retrofitted with fixtures that emit less spill over light and have a dimming feature to limit visibility from the sand. Lighting fixtures in other beachfront parks are being retrofitted to shield the sides that are visible from the beach. Code Compliance has been conducting pro-active inspections to ensure private properties are in compliance with the City Code.

Help in continuing the turtle talk. See attached marketing collateral [here](#). For more information, visit [www.mbrisingabove.com/seaturtles](http://www.mbrisingabove.com/seaturtles).

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