



# COUNTY OF SANTA CRUZ

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## PRESS RELEASE

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### McPHERSON RECOGNIZED AS "OCEAN HERO"

The County of Santa Cruz is pleased to announce Supervisor Bruce McPherson has been recognized as one of the Monterey Bay Aquarium's inaugural class of "Ocean Heroes."

The new campaign recognizes Monterey Bay residents who exemplify Monterey Bay Aquarium's mission of ocean conservation. McPherson is being recognized for his leadership in creating Monterey Bay Community Power, which gives local residents and businesses new, carbon-free energy options. He is one of six individuals or groups being honored.

"I'm absolutely humbled by this honor and even more thrilled that the Aquarium chose to highlight Monterey Bay Community Power," Supervisor McPherson said. "Bringing community choice energy to our region was a monumental effort that required a historic amount of collaboration. We did it together on behalf of future generations, and I couldn't be more pleased."

"Ocean Hero" profiles will appear across a variety of media, including display advertising, television, radio, online, and in movie theaters – from July through December of 2018. The Monterey Bay Aquarium is a leader in science education, and a voice for ocean conservation through comprehensive programs in marine science and public policy.

A County supervisor since 2012, McPherson led the effort to establish Monterey Bay Community Power, engaging local governments throughout Santa Cruz, San Benito and Monterey counties to reach an unprecedented agreement that will reduce the Monterey Bay region's carbon footprint and boost local economies. MBCP now serves 96 percent of customers in 19 jurisdictions.

Santa Cruz County is a leading steward of the environment and natural resources, encouraging recycling and waste reduction, prohibiting harmful offshore oil drilling, reducing plastics in the environment and establishing responsible agricultural practices.

For more information, visit <https://www.montereybayaquarium.org/heroes>.