



MORRO BAY

NATIONAL ESTUARY PROGRAM

Media Contact

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FOR IMMEDIATE RELEASE

Upside Ska plays Beats for the Bay concert benefiting Morro Bay National Estuary Program

We could all use a reason to dance right now, and the **upcoming Beats for the Bay Benefit Concert will get your toes tapping for a great cause. This show features [Upside Ska](#)**, a full eight-piece band of veteran Central Coast musicians with a horn section, ready to keep you on your feet moving all night! They'll be playing at SLO Brew Rock and livestreamed to your living room.

Tickets are free and donations are encouraged. All proceeds benefit the [Morro Bay National Estuary Program \(Estuary Program\)](#). This local, science-focused nonprofit protects and restores the Morro Bay Estuary and surrounding lands for people and wildlife. The Estuary Program restores natural areas, replants eelgrass, shares information about how to be bay friendly, and conducts science to keep track of how well the bay is doing over time. **Reserve tickets, donate, and learn more about the Estuary Program at BigBigSLO.com/mbnep.**

Estuary Program Executive Director, Lexie Bell says, "With COVID-19 health precautions and travel restrictions, more people are turning to nature for recreation and relaxation. In Morro Bay, this means more feet on trails, more watercraft where the birds rest, and more trash to fit into the same number of cans. Throughout this trying time, the Estuary Program has been hard at work to keep our beautiful bay clean, healthy, and wild. **Donations from Beats for the Bay will help us respond effectively to these increasing demands on our beautiful bay.**"

Even better, **generous local sponsors will match all donations up to \$20,000!** This means donations given during ticket reservation and during the concert will be doubled. **Homegrown lifestyle brand ESTERO is pitching in to the cause, too.** ESTERO regularly donates 20% of the proceeds from their Estuary Line gear sales to the Estuary Program. They will be increasing that donation and **giving 50% of proceeds for Estuary Line gear between November 11 and December 3.** This will also be part of the matching donation program! ESTERO hoodies, t-shirts, hats, stickers, and other goodies are available at ESTEROSurf.com and at Joe's Surfboard Shop in Morro Bay.

Learn more about the Morro Bay National Estuary Program at MBNEP.org.