

NEWS RELEASE

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Local Nature Magazine Wins Award for South Bay Salt Ponds Restoration Coverage

BERKELEY, CA-BAY NATURE magazine has been awarded the 2005 "Maggie" for Best Editorial Supplement by the Western Publications Association for its special report "South Bay Challenge: Reclaiming the Salt Ponds for People and Nature."

"South Bay Challenge" is one of a series of 8- and 16-page supplements produced by BAY NATURE magazine to provide in-depth coverage of important topics relating to the natural world of the San Francisco Bay Area. This supplement was funded by the California Coastal Conservancy and was produced with additional support from the San Francisco Estuary Institute. The full report was printed in the October-December 2004 issue and overprinted for distribution by nonprofit organizations and government agencies. Copies of the supplement are available at <http://www.baynature.com/store>.

The Maggie Awards invite magazines west of the Mississippi to compete in various categories, including Best Consumer Quarterly, which BAY NATURE won in 2003. Eighty-six awards were given for editorial, design, and promotional excellence among nearly 1900 entries during the 2005 competition.

Clyde Morris, Manager of the Don Edwards SF Bay National Wildlife Refuge, congratulated BAY NATURE for the award. He said, "It was the best article describing the restoration process and its challenges. It gives a human side to the whole restoration project."

Wildlife Stewards, a nonprofit organization that provides outreach for the Don Edwards National Wildlife Refuge, uses "South Bay Challenge" to educate visitors about the ecology of the San Francisco Bay. "BAY NATURE has shown a dedication to talking about nature in a reader-friendly way that you don't usually find in other publications," said Eileen McLaughlin, Wildlife Stewards Founder. "It's filling an information gap that we all want filled."

"We're very pleased about our partnership with BAY NATURE," said Robin Grossinger, Director of the Historical Ecology Program at the San Francisco Estuary Institute. "The supplement is a great example of getting information on cutting edge science about the Bay out to the public."

He added, "It's a great accomplishment to have something that is accessible, yet has depth and a lot of ideas that should be considered and debated."

The upcoming July-September 2005 issue of BAY NATURE will feature a supplement on Point Reyes National Seashore, revisiting the park on the tenth anniversary of the Mt. Vision Fire.

BAY NATURE, published by the nonprofit Bay Nature Institute, is a full-color, quarterly magazine devoted to exploring the natural world of the San Francisco Bay Area. Visit <http://www.baynature.com> for more information about BAY NATURE, or <http://www.baynature.com/store> to order subscriptions, back issues, and supplements.

The Western Publications Association is a non-profit trade association working to advance the business of print and electronic magazines in the western United States (<http://www.wpa-online.org/>).

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