



Press Release

For Immediate Release

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COUNTY, CITY JOIN FORCES FOR 4th of JULY AD CAMPAIGN

With the 4th of July holiday a little more than two weeks away, the County of Santa Cruz and the City of Santa Cruz want to educate visitors and local residents about the risks – and potential penalties -- posed by illegal fireworks.

Under the direction of the Santa Cruz County Board of Supervisors, the County and City are launching an bilingual ad campaign aimed at making people aware that fireworks are illegal in most parts of the County, including on all beaches. Not only can fireworks be dangerous, but they pollute beaches and Monterey Bay, frighten pets and can lead to fines of up to \$1,000.

“While fireworks are an American tradition, public safety personnel and emergency room doctors are all too familiar with fireworks-related injuries, and fireworks can also lead to fires and other consequences. We welcome people coming here to celebrate Independence Day, but want them to know that for everyone’s safety, fireworks are best left at home,” Santa Cruz County Supervisor Zach Friend said.

“This community cherishes our beaches and Marine Sanctuary, so we as City and County leaders are seeking as many avenues to get that message out that fireworks will not be tolerated on our beaches and in our neighborhoods,” Santa Cruz Mayor Cynthia Mathews said.

The ads will begin running on television, local radio (including English- and Spanish-language channels) and on the Internet up to two weeks prior to July 4th. They include a mix of 15- and 30-second spots, targeting a range of demographic groups.

All fireworks are illegal in unincorporated Santa Cruz County, as well as the cities of Santa Cruz and Scotts Valley. Safe and sane fireworks are allowed in limited circumstances in Watsonville and Capitola. Fireworks are banned on all California State Parks beaches.

Fines vary by jurisdiction, with the County issuing \$1,000 fines around the 4th of July holiday and the City issuing triple fines for fireworks violations.