



## BEACHLIFE FESTIVAL GIVES BACK TO THE COMMUNITY

**Los Angeles, CA (Dec 10, 2021) — BeachLife Festival**, whose upcoming dates will be May 13-15, 2022, had an occasion to celebrate last night as it was able to present the money it raised during the Sept 2021 festival to its partner philanthropies.

The BeachLife Festival is Southern California's premiere three-day live music, art, and culinary experience in its third year of operation. It has been hailed as a "near perfect festival" by Buzzbands LA. BeachLife embodies the surf/skate/beach culture of Southern California, and prides itself on being family friendly, environmentally conscious and locally minded. One of BeachLife's main missions since inception has been to support the philanthropies championing these causes: namely local community and families, and environmental conservation, particularly as pertains to the oceans.

BeachLife has always put a lot of resources towards community support, such as Operation Smiles which raised \$50,000 for local restaurants and retail shops during the pandemic, the Parklets Project which offered carpentry and city expertise for local businesses to build outdoor dining spaces, and the BWell Initiative, which together with local health organization Beach Cities Health District, offered mental health support to the community during the darkest days of the 2020 pandemic.

In addition to these worthy endeavors, BeachLife in Sept 2021 held an online and onsite silent auction which, along with sponsor donations and an additional contribution from local partner the Los Angeles Kings, was able to raise over \$70,000 for its 2021 selected philanthropic organizations.

For 2021, these organizations included: Heal the Bay, Surfrider, The Redondo Beach Educational Foundation, The Redondo Beach Police Foundation, Life Rolls On, Walk With Sally, The South Bay Parkland Conservancy, The Wyland Foundation and The Rob Machado Foundation.

Last night, the Los Angeles Kings offered BeachLife the use of one of their suites during a game against The Dallas Stars so that BeachLife could hold a small and intimate party to recognize and celebrate these 9 philanthropies and to offer them a giant symbolic check for \$72,090.00, representing the money BeachLife was able to raise that is flowing to their causes.

In 2022, BeachLife has a goal to raise even more money and to laser focus on its causes, possibly with some new and noteworthy philanthropies. In doing so, BeachLife plans to continue its work towards making a positive impact on the world, one step at a time.

Tickets are on sale now for the May 2022 BeachLife festival at <https://beachlifefestival.frontgatetickets.com/>. The BeachLife Festival is located at 137 N. Harbor Drive, Redondo Beach, CA 90277.

For media inquiries, contact Katie Henley at [Katie@thebeachlifefestival.com](mailto:Katie@thebeachlifefestival.com).

For philanthropy inquiries, contact Tammy Saunt at [Tammy@thebeachlifefestival.com](mailto:Tammy@thebeachlifefestival.com).

For partnership or cabana inquiries, contact Courtney Jamieson at [sales@thebeachlifefestival.com](mailto:sales@thebeachlifefestival.com)

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