



EAST BEACH

A Simple Life on the Chesapeake Bay

FOR IMMEDIATE RELEASE

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NATIONAL BEACH WALK PROJECT LANDS AT EAST BEACH IN NORFOLK ON SUNDAY

NORFOLK, Va. – (May 2007) – Stein Kretsinger and Robert Weinman are on a mission to clean up East Coast watersheds. The pair have been traveling up the Atlantic Coast since February 11. On Sunday, they will stop at East Beach in Norfolk to join in a beach clean up, kayak rides and to share tales of their adventure. The activities are free and open to the public. Call 757-333-6650 for more information.

Kretsinger and Weinman's 1600-mile journey from Miami to Manhattan is part of a national effort called the Beach Walk Project. It is the first complete kayak/walk of the East Coast, which is scheduled to take 130 days. Kretsinger and Weinman's project is designed to achieve several goals: Raise money for Waterkeeper Alliance, a grassroots organization patrolling and protecting everyone's right to clean water, and to encourage water and wind activities for children such as sailing, kayaking and surfing. Most importantly, they want to educate the community about preserving watersheds. For information about the organization, visit www.beachwalkproject.com.

"The venture is about uniting a community," Kretsinger said. "Our hope is to help raise environmental awareness on the local and national level."

This national organization is coming to East Beach to participate in a variety of activities organized to support their cause. At 2 p.m., community members will clean the beach from Bay Breeze Point to the Bay Front Club at East Beach. From 3 to 5 p.m., in front of the Bay Front Club (4550 East Beach Drive), there will be free kayak rides courtesy of Kayak Nature Tours, steel drum music and refreshments. At 5 p.m., members of the Beach Walk Project will talk about their journey up the East Coast. The organization will be joined by Riverkeepers and Waterkeeper Alliance members.

East Beach is situated on 100 acres along the Chesapeake Bay in Norfolk. Surrounded by water, the neighborhood is fashioned after classic Southeastern seaboard coastal villages. The master plan for this \$400-million development includes 700 residences, neighborhood restaurants, boutique shops, a Bay Front Club and offices. Boating, fishing and water sports of all types are steps away from the neighborhood. East Beach is a unique initiative between the developers, East Beach Company LLC, the City of Norfolk and Norfolk Redevelopment & Housing Authority. For more information please visit eastbeachnorfolk.com.

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