



COUNTY OF SANTA CRUZ

701 OCEAN STREET, SANTA CRUZ, CA 95060-4073

(831) 454-2000 WWW.SANTACRUZCOUNTY.US

CARLOS J. PALACIOS, COUNTY ADMINISTRATIVE OFFICER

PRESS RELEASE

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Contact: Jason Hoppin
Communications Manager
831-454-3401

FIREWORKS CAMPAIGN UNDERWAY

To discourage the use of illegal fireworks during the 4th of July holiday, the County of Santa Cruz has launched a social media campaign to make residents and visitors aware of dangers of and steep penalties for unsafe use of fireworks.

Through Facebook, Instagram and Twitter, the County is running ads throughout Santa Cruz County, the South Bay and Northern Monterey County alerting viewers that fireworks can damage the environment, harm people and pets, spark wildfires and create neighborhood havoc. The Santa Cruz County Sheriff's Office will be on the lookout for violators, with fines up to \$1,000 for illegal fireworks use or possession.

The County has also created a webpage with tips for a safe enjoyment of the 4th of July holiday for residents, visitors and pets. See <http://santacruzcounty.us/fireworks.aspx> for more.

While the County cherishes our independence and welcomes visitors to celebrate the 4th of July with us, under Chapter 7.92 of Santa Cruz County Code, fireworks are prohibited in unincorporated Santa Cruz County, and all jurisdictions ban fireworks on beaches. Fireworks use and possession, public consumption of alcohol and excessive noise may subject violators to special enhanced penalties of up to \$1,000.

Be safe. Don't turn your 4th of July holiday into a bummer!