FOR IMMEDIATE RELEASE

Media Contact:
Emma Rhoads
TJA Advertising
321-209-3020
emma@tjaadvertising.com
https://experiencepismobeach.com/

Wine and Wings: An Evening for Monarch Conservation

[Pismo Beach, CA – February 18, 2026]: The Pismo Beach CVB Stewardship & Educational Outreach Program invites locals and visitors to an inspiring evening dedicated to monarch butterfly conservation and community stewardship. Wine and Wings: An Evening for Monarch Conservation will bring together education, wine, and community action to celebrate and protect one of nature's most remarkable migration stories.

Wine and Wings: An Evening for Monarch Conservation

Friday, February 28 | 6 PM – 9 PM | The Cliffs Hotel and Spa

Join the Pismo Beach CVB Stewardship & Educational Outreach Program for an unforgettable evening of wine, education, and advocacy in support of Western monarch conservation.

- **Welcome Reception:** Sip tastings from five SLO Coast wineries, enjoy light bites, and connect with stewardship partners from across the Central Coast.
- **Panel Discussion:** Hear from local researchers, conservation advocates, and industry leaders on the current state of Western monarch populations and the importance of habitat protection along our coastline.
- **Keynote Speaker:** Science writer and environmentalist Mary Ellen Hannibal will share a compelling narrative on the monarch butterfly — exploring migration patterns, the challenges facing Western populations, and the meaningful ways individuals and communities can make a difference.

This event is proudly sponsored by the Pismo Beach Conference and Visitors Bureau, with a portion of every ticket benefiting Western monarch conservation efforts, including the California Central Coast Stewardship Partners Association (CCSPA) and the Atascadero City "Monarch and Pollinator Native Garden Corridor Project."

Tickets are $20 and can be bought **on Eventbrite**. Be part of the movement to protect the Western monarch migration for generations to come.

Assets may be used and credited to the Pismo Beach Conference and Visitors Bureau.

About the Pismo Beach CVB's Stewardship and Educational Outreach Program
The Pismo Beach CVB's Stewardship and Educational Outreach Program fosters environmental awareness through education, arts-based experiences, and community-led initiatives. Designed for residents and visitors of all ages, the program encourages meaningful connections to the coast while supporting conservation and local businesses. These efforts help preserve Pismo Beach's coastal environment for future generations.

About the City of Pismo Beach
Located on California's iconic Highway 1, Pismo Beach offers a perfect balance of adventure and relaxation. Visitors can surf, kayak, hike coastal bluffs, explore nearby wine country, and enjoy breathtaking sunsets from the pier. With its laid-back vibe, walkable downtown, and natural beauty, Pismo Beach delivers the quintessential California coastal experience. Follow the adventure on Instagram and Facebook.

###