



**CRYSTAL COVE
ALLIANCE**

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Media Contact:
Jennifer Main, HKA, Inc.
jennifer@hkamarcom.com
714-426-0444

Crystal Cove Alliance Names Prominent New CEO

Environmental nonprofit leader Alix Hobbs will guide next stages of preservation, education and conservation programs at Crystal Cove State Park

NEWPORT COAST, Calif., Aug. 17, 2016 – [Crystal Cove Alliance](#) (CCA), the nonprofit dedicated to preserving the resources of Crystal Cove State Park, has announced Alix Hobbs as president and CEO, effective immediately. She brings to CCA more than 20 years of environmental nonprofit experience spanning fundraising, advocacy, education and community relations. Hobbs previously served as president and CEO of the acclaimed Heal the Bay environmental organization in Santa Monica.

“I immediately fell in love with Crystal Cove the moment I stepped foot on the sandy shores and saw the potential of the outdoor classroom with a backdrop of the historic cottages,” said Hobbs. “What has been created here is everything I have dedicated my life to and I am thrilled to join this hardworking, visionary CCA team. While so much already has been accomplished, I look forward to my new role in which I will help develop and lead new initiatives to protect the legacy of Crystal Cove.”

Crystal Cove Alliance Founder and Vice President Laura Davick is enthusiastic about CCA’s new leader. “Crystal Cove Alliance is fortunate to welcome a proven leader at such a critical juncture for our organization. Our environmental science education programs are expanding rapidly and we are gearing up to fundraise for Phase III of our signature restoration program, enabling CCA to renovate the remaining 17 cottages deteriorating at the north end of our beach.

“Alix’s extensive knowledge, coupled with her dynamic leadership, will make her invaluable as together we realize our vision of preserving the wonders of Crystal Cove for future generations,” Davick added.

CCA Chairman Victor Nichols said, “Our nationwide search, spanning 10 months, brought us dozens of highly qualified candidates. All of us are thrilled to have found in Alix a rare and highly qualified executive who is dedicated and passionate about the same things that have fueled our own excitement at CCA. We are confident Alix will be the ideal person to lead our organization into the future.”

Hobbs’ impressive professional background primarily is focused on environmental work in the nonprofit sector, dating back to 1994. Prior to her 19-year tenure at Heal the Bay, she led advocacy and policy campaigns aimed at protecting the Hudson River Valley with Poughkeepsie, New York-based Scenic Hudson. The California State University, Northridge graduate, who earned a bachelor’s degree in political science and government, also completed the Executive Program for Nonprofit Leaders at Stanford Graduate School of Business. She will work alongside CCA’s staff and board of directors to move critical initiatives forward at a pivotal time in CCA history.

About Crystal Cove Alliance

Crystal Cove Alliance (CCA), the official nonprofit partner of Crystal Cove State Park, is dedicated to preserving the cultural, natural and historic resources of Crystal Cove. Founded in 1999 by Laura Davick to stop a planned luxury resort from overtaking the area, CCA rescued the historic site and initiated one of the most successful public-private partnership models in the history of the California State Park system. The partnership between CCA and California State Parks has led to the renovation of 29 historic beachfront cottages, now open for overnight stays, as well as historic education programs designed for the public.

CCA's focus includes 3.2 miles of coastline, more than 2,400 acres of backcountry habitat and an 1,100-acre offshore Underwater Park. Crystal Cove also is home to innovative educational programs and experiences that promote science and environmental literacy to more than 1.5 million park visitors annually. For more information, visit www.crystalcovealliance.org or call Laura Davick, Founder & Vice President at (949) 887-0062 and connect with CCA on [Facebook](#), [Twitter](#) and [Instagram](#).

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