

The Beach Club
201 Palisades Beach Road
Santa Monica, CA 90402



June 12, 2025

Dear Members of The Beach Club,

In the spirit of community and our collective responsibility for the coastline we cherish, we respectfully urge you to reconsider hosting a professional fireworks display this year.

Our beaches and coastal communities have endured significant hardship in the aftermath of the Palisades and Eaton Fires. Burned structures and hazardous debris remain scattered along the Malibu shoreline, and ash continues to accumulate on Santa Monica and Palisades beaches, creating persistent concern for public health. Moreover, Will Rogers Beach recently served as a toxic sorting facility for hazardous materials. As stewards of our coastline, it is crucial that we all contribute actively to its recovery.

Recent investigations into the devastating Palisades Fire indicate fireworks as a probable ignition source. Given the dryness, wind-prone conditions, and heightened vulnerability of the Santa Monica mountains and coastline, allowing fireworks, even once, would be both reckless and insensitive.

Fireworks release hazardous heavy metals, such as strontium, barium, and perchlorates, contaminating our air, water, and soil. These pollutants harm marine wildlife, birds, and delicate coastal ecosystems, the very environment we strive to protect. Subjecting our shores to chemical residue for entertainment is incompatible with our shared values of coastal stewardship.

Furthermore, fireworks cause significant distress, panic in pets, trigger PTSD in veterans, and affect individuals with sensory sensitivities.

Fortunately, advancements in drone and light show technology offer stunning and environmentally responsible alternatives. These solutions honor tradition without compromising the environment or causing distress to our community members.

We are not advocating an end to celebration; rather, we propose evolving these traditions responsibly.

With gratitude and hope,

The Coastal Alliance

THE COASTAL ALLIANCE

Uniting Ocean Defenders to Protect Our Shores