

# RECONNECTING SANTA CRUZ *to the river that runs through us*



COASTAL-WATERSHED.ORG

*Preserving and protecting  
our coastal watersheds*

The Coastal Watershed Council envisions the San Lorenzo River as a healthy watershed connected to a vibrant community. To accomplish this ambitious goal the Coastal Watershed Council (CWC) founded the San Lorenzo River Alliance in December 2013 to transform Santa Cruz County's relationship with its largest watershed from one of apathy to one of respect, restoration and recreation.

CWC is engaging community members and working with local leaders to boldly transform a distinct lower section of the river into a thriving urban park that enhances habitat and recreational opportunities. Successes along the lower river will lay the groundwork for essential watershed restoration along the entire river and throughout California's Central Coast.

Sereno Group is proud to support the commitment and service that the Coastal Watershed Council provides in taking care of the environment in our community.

For more information about their program or how you can get involved,  
please visit [www.coastal-watershed.org](http://www.coastal-watershed.org)

**DURING THE MONTHS OF JULY THROUGH SEPTEMBER 2015,  
SERENO GROUP AND ITS SANTA CRUZ AGENTS WILL BE CONTRIBUTING 1% OF  
THEIR GROSS COMMISSIONS TO THE COASTAL WATERSHED COUNCIL.**

SANTA  
CRUZ



**HERE FOR GOOD** [SERENOGROUP.COM/ONEPERCENT](http://SERENOGROUP.COM/ONEPERCENT)