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*Photo attached*

**VESPERA RESORT ON PISMO BEACH OBSERVES “CLEAN BEACHES WEEK”  
WITH BEACH CLEAN-UP EVENT THURSDAY, JULY 6**

PISMO BEACH, Calif. – [Vespera Resort on Pismo Beach](#), an Autograph Collection Hotel, will host a **Beach Clean-Up event on Thursday, July 6, 2023, from 8 to 9 a.m.** in cooperation with Clean Beaches Week, an annual, nationwide event recognized from July 1 to 7. Vespera Resort’s participation in this clean-up reflects its commitment to environmental preservation through its On Purpose program implemented by its managing partner KSL Resorts.

“We are very excited to host our inaugural Clean Beaches Week Beach Clean-Up. This event supports our greater objective to be stewards of this beautiful community,” said David Morneau, general manager of Vespera Resort on Pismo Beach. “Our stunning oceanfront location and the natural beauty that surrounds our property are resources we need to protect and preserve.”

All are welcome to participate and are asked to meet Thursday, July 6, at 7:45 a.m. on Vespera Resort’s Starlight Lawn, located beachfront and adjacent to the Pismo Beach boardwalk. Participants will receive beach cleaning gear including gloves, trash grabbers and trash bags.

“We believe the hospitality industry plays a key role in creating a sustainable future for our planet. Our On Purpose program reflects that belief setting intentional, measurable, sustainability goals for each of the resorts in our portfolio,” said Ian Pullan, senior vice president/asset performance west.

After the beach clean-up, Vespera Resort will show its gratitude by providing coffee and light bites to attendees. Additionally, the [Pismo Beach Stewardship & Educational Outreach](#) team will be there offering fun activities to participants to learn about [Pismo Beach](#)’s natural environment through art and science and how to help Pismo Beach’s rich, natural environment survive and thrive.

**About Vespera Resort on Pismo Beach**

Vespera Resort on Pismo Beach, opened in late 2019, is an upscale beachfront resort on California’s Central Coast located in Pismo Beach along the city’s boardwalk and within walking distance to downtown Pismo Beach. The oceanfront resort offers 124 appointed guestrooms, most with private balconies overlooking the Pacific Ocean, and the hotel’s signature restaurant, Somerset Grill, serves breakfast, lunch and dinner. Vespera Resort can accommodate events including business meetings and weddings, and the resort has a state-of-the-art fitness

facility, onsite pool and lawn with firepits overlooking the Pacific Ocean. More information can be found at [www.vesperapismo.com](http://www.vesperapismo.com), [Instagram](#) and [Facebook](#).

### **About KSL Resorts**

KSL Resorts invests in and manages world-class destination resorts, hotels and clubs, many with a wide array of outstanding recreational amenities including spa, golf, tennis, and beach locations. KSL Resorts Portfolio experience includes Camelback Resort and Blue Mountain Resort – both in the Pocono Mountains, PA; Vespera Resort on Pismo Beach, CA; Fairmont Grand Del Mar (San Diego, CA); Renaissance Esmeralda Resort & Spa (Indian Wells, CA); Outrigger Resorts (Hawaii and worldwide) and Sheraton San Diego Hotel & Marina. In addition, KSL Resorts provides expertise in asset management services, oversight, and consulting support for some of the most important hotel companies and global brands. More information may be found at [www.kslresorts.com](http://www.kslresorts.com).

### **About Pismo Beach CA**

The Classic California beach town of Pismo Beach is located on California's famous Central Coast, halfway between San Francisco and Los Angeles, along Pacific Coast Highway and CA-Highway 101. Overlooking more than 26 miles of pristine Pacific coastline, Pismo Beach's great weather, plethora of outdoor [activities](#), rich wildlife and nature preserves, seaport inspired [cuisine](#) and fresh farmland produce, downtown [wine tasting](#) rooms, and [neighboring wine producing regions](#) are here to be discovered and experienced. The [Pismo Preserve](#) offers over 880 acres of exceptional, diverse recreational opportunities for outdoor enthusiasts, with over 10 miles of trails for hiking, mountain biking, and horseback riding, traversing serene oak woodlands and coastal ridgelines, with stunning panoramic vistas of the Pacific Ocean, stretching from the Irish Hills to Point Sal. The newly designated [San Luis Obispo Coast AVA](#) (American Viticultural Area) features Pismo at the center, surrounded by the award-winning wine regions of [Edna Valley](#), Arroyo Grande Valley, Avila Valley, Paso Robles, and Santa Maria Valley. Pismo Beach offers the perfect pairing of [Wine & Waves](#) with a truly “Classic California” experience. Eco-conscious visitors and residents can experience the [Pismo Beach Stewardship & Educational Outreach Program](#), offering a fascinating variety of opportunities to learn and practice stewardship both live and online. Pismo Beach is also noted for being one of the most [dog-friendly](#) towns. See our wide variety of [lodging choices](#) accommodating every budget and lifestyle, by visiting [ExperiencePismoBeach.com](http://ExperiencePismoBeach.com). Also, join us on [Facebook](#), [Twitter](#), [YouTube](#), [Instagram](#), [TikTok](#), and [Pinterest](#). For information on [Pismo Beach, California](#) and the [Pismo Beach Stewardship & Educational Outreach Program](#), contact Public Relations Director Georgina Stassi, [georgina@tjaadvertising.com](mailto:georgina@tjaadvertising.com), 310-613-7445.

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