



Ocean Beach 2014 "Mallow Out" Pledge

Dear Neighbor,

How time flies! Another beautiful OB summer is just around the corner. With the warm weather, gorgeous natural scenery, and OB's classic beach-town vibe, tourists and locals alike will soon be flocking to our shores.

That's why it is so important for the OB community to always put our best foot forward and keep our visitors coming back year after year. The 4th of July is one of those day when we have the opportunity to show off all that OB has to offer to thousands of tourists. However, over the last few years, we have seen first-hand the trouble caused by the unregulated tradition of the "marshmallow war" after the fireworks show.

Last year, the Ocean Beach Town Council responded to an overwhelming call from OB residents and business owners to put an end to the "war." Residents asked the Town Council to take action because bystanders – including a child and a senior citizen -- were injured in the melee, businesses were damaged, and more than 2,000 pounds of trash were left behind on the beach and Veterans Plaza. The cleanup cost thousands of dollars and the negative publicity lasted for days. Our resolution calling for an end to the "war" passed by unanimous vote.

You are an important and valued member of the Ocean Beach community, and we thank you for joining us in this year's effort to keep OB beautiful and safe by not throwing marshmallows, selling marshmallows or otherwise promoting the fight. Please take a moment to join us by signing the "Mallow-Out" pledge below, acknowledging your support for a safe, fun, clean 4th of July celebration. You can also sign this pledge online at www.obtowncouncil.org.

With best wishes for a safe and prosperous summer season,

The Ocean Beach Town Council

Name: _____ Business: _____

Phone: _____ Email: _____

- I pledge to "Mallow-Out" in 2014, by not throwing marshmallows, selling marshmallows or marshmallow accessories such as shirts, pop-guns, and sling-shots, or promoting the fight.
- Please publically display my name and/or business as a community partner in support of ending the Marshmallow War and "mallowing out."
- I want to volunteer for the Peace Patrol on the 4th of July and collect marshmallows (which will be donated to our local Girl Scout troops.)



Please return to:
OCEAN BEACH TOWN COUNCIL
P.O. Box 7225, San Diego, California 92167
info@obtowncouncil.org