**Book Launch: LandScapes: Activism That Shaped Santa Cruz County**

**WHAT:** Santa Cruz Museum of Art & History (MAH) newest book chronicles the history of land use and regulation in Santa Cruz County since the 1950’s.

**WHEN:** Launch party on September 16th, 2018

**WHERE:** Santa Cruz Museum of Art & History, 705 Front St, Santa Cruz, CA 95060

**KEY POINT:** The MAH’s latest book, Landscapes: Activism that Shaped Santa Cruz County, is curated by 23 local authors, historians, politicians, and activists. Together, they resurrect the stories that illustrate how Santa Cruz County’s natural beauty was managed and preserved.

The MAH is the regional leader in finding, sharing, and preserving Santa Cruz County history and the newest publication brings all the networks and Santa Cruz County pride together.

Roughly every 2 years the MAH publishes books on subjects of local historic interest. The newest addition to the collection LandScapes launches September 16th.

Anyone who has taken a moment to step back and appreciate the beauty of Santa Cruz County will appreciate the MAH’s newest historical publication - LandScapes: Activism that Shaped Santa Cruz County.

The history journal is a collection of articles—many of them first-hand accounts—telling the story of environmental and historic preservation in Santa Cruz County, during the late 20th century.

The journal captures the drama of how activism, innovation, and politics have affected the landscapes of Santa Cruz County as told by the people who grew up in, loved, or worked in the area.

The collection of stories was curated from an open call out to the Santa Cruz County community, welcoming anyone who had a story to tell. The final publication includes 23 local authors, activists, politicians, and historians from all over Santa Cruz County. Including, Gary Patton, who was an elected official in Santa Cruz County for twenty years, and Robley Levy, former Santa Cruz County Supervisor.
LandScapes’ readers will gain a renewed appreciation for why Santa Cruz County is the way it is. Learning just how the people who cared about this county worked tirelessly to preserve the natural beauty from Watsonville to the North Coast, to everywhere in between.

The book will be on sale at the MAH front desk starting September 16th or online at www.santacruzmah.org/learn/history-publications/

**Related Events**
LandScapes Book Launch
Sunday, September 16th, 2018
3-5pm | Santa Cruz MAH | Free
- Meet the authors, learn more about the collection, and purchase the publication.

**Contact**
Marla Novo
Archives and Collections Catalyst
marla@santacruzmah.org

Ashley Holmes
Marketing and Brand Catalyst
ashley@santacruzmah.org