FOR IMMEDIATE RELEASE

MEDIA CONTACT:
Liz Broughton
Visitor Services Manager
liz@santacruzmuseum.org
831-420-6115, ext. 10

‘REMEMBERING CASTLE BEACH’ TELLS UNIQUELY SANTA CRUZ STORY AT MUSEUM OF NATURAL HISTORY

EXHIBIT BRINGS TO LIFE THE HEYDAY OF THE ICONIC CASTLE WHILE EXPLORING HOW THE NEARBY COAST HAS CHANGED OVER TIME. ON EXHIBIT JUNE 11 - AUGUST 21, 2022.

SANTA CRUZ, CA — JUNE 2, 2022 — The Santa Cruz Museum of Natural History’s latest exhibition shares the history of the Seabright neighborhood through the lens of an ever-changing coastline.

Historic photographs, souvenirs and artifacts, many donated from local resident Bob Watson, bring to life the heyday of the iconic Scholl Marr Castle and highlight the many changes that have occurred in just one century. “These artifacts expand our understanding of the Seabright community in which we are deeply rooted, while allowing us to observe and explore changes in the natural world over time,” says the Museum’s Collections Manager Kathleen Aston.

Built in 1929, the Scholl Marr Castle was a thriving center of entertainment and beach culture for the Seabright neighborhood, where sports like surfing and beach volleyball were popular pastimes. The castle was operated by several different owners until its final destruction in 1967. At its height, the structure boasted 100 dressing rooms, 10 saltwater baths, concessions, a restaurant, and a dancehall.

In addition to the infrastructure built around tourism, the exhibit will also explore the natural forces that affect the coastline from erosion, to sand accumulation, to sea level rise. “I hope that people both familiar with the Seabright neighborhood, and new to the area, will reflect on the relationship between humans and nature that has long played an important role in our region,” says Felicia Van Stolk, Executive Director. Interactive elements of the exhibit will also encourage visitors to share their reminiscences of, and their hopes for, the Seabright neighborhood and California’s Central Coast.

The Museum’s website will host a virtual version of the exhibition that will remain as an online resource after the physical exhibit closes. Museum Members are invited to attend a special online preview with Van Stolk and Aston on June 10 to get a deeper look into the history of the region and the curation of the exhibition.
About The Santa Cruz Museum of Natural History
The Santa Cruz Museum of Natural History's mission is **connecting people with nature and science to inspire stewardship of the natural world.** The Museum was first established with the personal collection of local naturalist and lighthouse keeper Laura Hecox. Founded in 1904, becoming an independent nonprofit in 2009, it has a proud history as the first public museum in Santa Cruz. The Museum is located in Tyrrell Park, bordered by its Garden Learning Center featuring native plants and grasses, and a life-size gray whale model greeting the public. The historical collection, public programs, and location make this institution a cherished landmark located across from the entrance to Seabright State Beach. Learn more about the Museum at [santacruzmuseum.org](http://santacruzmuseum.org).

###