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**April 16, 2008**

**FOR IMMEDIATE RELEASE**

## **I Love A Clean San Diego Mobilizes Volunteers for the Upcoming Creek to Bay Cleanup**

SAN DIEGO COUNTY, CA – I Love A Clean San Diego (ILACSD) is proud to celebrate the 6<sup>th</sup> anniversary of its signature environmental volunteer event, the Creek to Bay Cleanup on Saturday, April 26<sup>th</sup> from 9 AM - noon. This dynamic cleanup comes just in time for Earth Month and is brought to you through the support of Supervisor Greg Cox and Supervisor Pam Slater-Price. The Creek to Bay Cleanup is part of a larger volunteer effort as ILACSD has partnered with Keep America Beautiful and will rally together volunteers in all 50 states as a part of the Great American Cleanup. Involvement in the Creek to Bay Cleanup allows volunteers to be a part of the bigger solution and make a difference on a national level. Volunteers will help ILACSD represent San Diego and the commitment we have to our city and our environment at this year's Creek to Bay Cleanup.

Not only does the Creek to Bay Cleanup beautify San Diego's landscape, it creates awareness about the importance of a clean and healthy environment. ILACSD will coordinate over 60 inland and coastal cleanup sites, emphasizing the interconnectedness of humans and watersheds. Sharing a watershed means that everyone also shares the responsibility of preventing trash and debris from entering creeks, rivers, canyons, and storm drains which ultimately leads to the ocean.

At last year's event, an impressive 3,111 volunteers took action to be a part of the solution to this pollution that is not only an eyesore, but a public health threat as well. Volunteers participated at over 50 locations throughout San Diego County, and removed more trash than ever before. "ILACSD and their army of volunteers make a tremendous impact on keeping San Diego's beaches and bays pollution-free," said Supervisor Cox. These dedicated San Diegans canvassed approximately 235 miles and cleared 202,367 pounds of debris that contaminated communities all the way from San Ysidro to Fallbrook and from Imperial Beach to Oceanside. Such impressive results illustrate the need for this countywide cleanup event year after year.

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For this year's event, thousands of volunteers have registered through the Creek to Bay website, but more environmental stewards are needed, especially at inland cleanup sites that typically demand the most attention. In order to stress the importance of these inland cleanup sites, ILACSD has decided to move its media site inland to Los Penasquitos Canyon Preserve. These inland canyons are important to the health of San Diego's watersheds, and are home to scenic hiking and horseback riding trails. Discover these hidden majestic open space areas while helping to protect them from harmful human actions such as illegal dumping and urban runoff.

The SDG&E and the City of San Diego will be hosting a CFL light bulb exchange alongside the cleanup at the media site at Los Penasquitos Canyon Preserve. Volunteers can bring up to five 75-watt or higher incandescent light bulbs to exchange for more energy efficient, money saving compact fluorescent bulbs. To participate, bring a valid California ID and/or your SDG&E bill and you can successfully reduce your energy bill by \$30 or more over each light bulb's lifetime.

The Creek to Bay Cleanup is an ideal service project perfect for schools, businesses, families, and friends to join together in celebrating Earth Month this April. ILACSD will provide all volunteers with the necessary supplies at each cleanup site as well as commemorative event t-shirts and prizes will be awarded to volunteers that remove the most trash at each location. Please remember to wear closed-toed shoes and clothing suitable for a cleanup, along with extra water and sunscreen.

Sponsors of this year's event include San Diego County Board of Supervisors, Time Warner Cable, KFMB Channel 8's Earth 8 Campaign, San Diego Bay Watershed Group, the Barona Band of Mission Indians, Sony, Kashi, Stretch Island Fruit Co., SeaWorld, City of San Diego - Think Blue, Sempra Energy, SeaWorld, Ellen Browning Scripps Foundation, Birch Aquarium at Scripps, Omni San Diego, Cubic Transportation Systems, Wilson Sonsini Goodrich & Rosati Foundation, McCormick and Schmick's, City of Poway, City of Escondido, General Dynamics NASSCO, BD Biosciences, Chula Vista Nature Center, Dog Beach Dog Wash, San Diego Maritime Museum, Allied Waste Services, Dasani, Hewlett Packard, and Keep America Beautiful.

To find out more about the 6<sup>th</sup> Annual Creek to Bay Cleanup and to register to participate, visit the event website at [www.creektobay.org](http://www.creektobay.org) or call ILACSD at 1-800-237-BLUE. For a list of this year's Creek to Bay Cleanup sites, see below.

## **Creek to Bay Site List:**

### **NORTH COASTAL**

Cardiff – San Elijo State Beach  
Cardiff – Swami’s State Beach  
Cardiff State Beach  
Carlsbad – Frazee Beach  
Carlsbad – Ponto Beach  
Del Mar – Powerhouse Park  
Encinitas – Moonlight Beach  
Leucadia – Beacon’s Beach  
Oceanside – Buccaneer Beach  
Oceanside Pier  
Solana Beach – Fletcher Cove

### **NORTH INLAND**

De Luz Creek  
Escondido – Dixon Lake  
Escondido – Lake Hodges  
Oceanside – Loma Alta Creek  
Rancho Penasquitos – Los Penasquitos Preserve  
Ramona – Santa Maria Creek  
Ramona Community Park  
San Dieguito County Park

### **CENTRAL SAN DIEGO**

Balboa Park – Florida Canyon  
Golden Hill – Juniper Canyon  
La Jolla – Windansea  
La Jolla Shores  
Maple Canyon  
Mission Bay – Santa Clara Point  
Mission Bay – South Shores  
Mission Beach Jetty – South Mission Beach

### **CENTRAL SAN DIEGO (CONT.)**

Normal Heights Canyon  
North Park – 32<sup>nd</sup> Street and University Ave.  
Ocean Beach – Dog Beach  
Ocean Beach Pier – Veteran’s Park  
Pacific Beach – Rose Creek  
Pacific Beach – Tourmaline  
San Diego River – Fashion Valley  
San Diego River – Mission Valley Preserve  
Serra Mesa  
Sorrento Creek

### **EAST COUNTY**

Chollas Creek – 33<sup>rd</sup> Street  
Chollas Creek – 47<sup>th</sup> Street  
Chollas Creek – Earthlab  
Chollas Creek – Lemon Grove  
El Cajon – West Palm Ave and Millar Ave  
La Mesa – University Channel  
La Mesa – Alvarado Channel  
Lakeside – Los Coches  
Lakeside Linkage Open Space

### **SOUTH BAY**

Bonita – Morrison Pond County Park  
Chollas Creek – Barrio Logan  
Chula Vista – D Street Fill  
Chula Vista – Del Rey Canyon  
Chula Vista – J Street Marina  
Chula Vista – Otay Valley Regional Park  
Chula Vista – Rice Canyon  
Coronado City Beach  
Coronado – Silver Strand State Beach  
Dairy Mart Road – West side of I-5  
Imperial Beach Pier  
National City – Paradise Creek  
San Ysidro

*A diversified environmental education organization operating throughout San Diego County, I Love A Clean San Diego offers a broad range of expertise in public education and outreach, event coordination, and community relations. ILACSD promotes awareness of environmental issues including resource conservation, waste reduction and recycling, community enhancement, and pollution prevention. For more information about I Love A Clean San Diego, call 1-800-237-BLUE or visit*

*[www.cleansd.org](http://www.cleansd.org).*