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For Immediate Release

800 San Diego County Students Clean Oceanside City Beach in Celebration of Ocean Day

Students send a clear message about ocean health

SAN DIEGO, CA – Last Friday, more than 6,000 kids across California celebrated Ocean Day by hitting the beach for the 15th Annual Kids' Adopt-A-Beach Cleanup. Cleanups stretched from foggy San Francisco all the way down to sunny San Diego. The Coastal Commission coordinates the program statewide and provides financial support from the Whale Tail License Plate Fund.

In San Diego County, I Love A Clean San Diego headed up the effort, engaging over eight hundred students from eight North County Elementary schools. These students removed over 100 pounds of debris from Oceanside City Beach, and after the cleanup, the students gathered into a human aerial art formation on the sand, creating a giant dolphin jumping from the water. Students took a "stand in the sand" also spelling out the words "KIDS CARE" in the 120 x 200 foot image. The children clapped and waved as a helicopter hovered overhead and aerial photographs were taken.

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In the months prior to the cleanup, participating students received a school presentation to learn about urban storm drain systems and ocean ecosystems. “By engaging students in a classroom setting then bringing them out to the beach for a cleanup, each student walks away with a better understanding of the marine environment and the simple daily things they can do to protect it,” said Pauline Martinson, executive director of ILACSD. The students send out the message that protecting our oceans is vital to the lives of all humans and wildlife.

By removing debris from the beaches students keep debris from entering the oceans. However, there is still a big problem with trash, especially plastic in our oceans. The LA Times reports that plastic constitutes 90 percent of all trash floating in the world's oceans. Of the more than 200 billion pounds of plastic the world produces each year, about 10 percent ends up in the ocean [source: [Greenpeace](#)]. In some areas, the amount of plastic outweighs the amount of [plankton](#) by a ratio of six to one! Martinson says “It’s these education programs that create awareness about marine debris and the associated issues.”

The Kids’ Adopt-A-Beach Cleanup is part of a statewide Adopt-A-Beach program managed locally by I Love A Clean San Diego. Interested individuals, groups and businesses can help improve our ocean’s health year-round by adopting a beach or inland area. Since 1999, ILACSD has organized the countywide Adopt-A-Beach program, helping thousands of San Diegans do their part to curb marine debris. “Adopters” simply commit to three cleanups a year at their selected beach, and ILACSD provides all the necessary supplies. To learn more about the Adopt-A-Beach program in San Diego, visit www.adoptsd.org or call 1-800-237-BLUE.

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Digital pictures are available; please contact I Love A Clean San Diego at (619) 291-0103 x3009 or cwoods@cleansd.org.