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MEDIA ADVISORY

FOR IMMEDIATE RELEASE

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13th Annual Beautify Chula Vista Day to Engage Hundreds Locally

- What:** I Love A Clean San Diego (ILACSD) and the City of Chula Vista Mayor's office will join forces tomorrow, Saturday, October 10th to conduct a city-wide day of beautification from 8:30am-noon. In its 13th year, the annual Beautify Chula Vista Day (BCVD) plans to engage 800 volunteers in cleanup, graffiti removal, invasive plant removal and native planting. Volunteers have the option to participate at one of two locations: Rice Canyon at Discovery Park and Otay Recreation Center. There is no cost to participate and there is no minimum age. For event details and to register, please visit www.BeautifyChulaVista.org.
- When:** Saturday, October 10, 2015 from 8:30 am – 12noon
- Where:** **Media are encouraged to attend:** Rice Canyon at Discovery Park, 800 Buena Vista Way, 91910. Additional cleanup effort will take place at Otay Recreation Center, 3554 Main Street, 91911.
- Why:** Trash not only takes away the beauty of neighborhoods and open spaces, it also poses serious health risks for animals and people, alike. Approximately 80% of marine debris originates at inland sources, like Rice Canyon. It is crucial to remove as much trash as possible before more rainstorms flush trash and pollutants out to the bay and Pacific Ocean.
- Who:** Nearly 800 volunteers, including students from the surrounding schools, are expected to come together to enhance Chula Vista. Beautify Chula Vista Day is open to volunteers of all ages and is a great opportunity to get the whole family involved in community service.
- Visuals:** Hundreds of volunteers removing large amounts of trash and invasive plants from the canyon and enhancing park amenities (mulching, planting native landscape, etc.).
- Interviews:** Lexi Ambrogi, Community Program Manager for I Love A Clean San Diego, and Chula Vista Mayor, Mary Salas, will be at Rice Canyon. Councilmembers will attend both site locations, as well as hundreds of volunteers, including youth.

About I Love A Clean San Diego – I Love A Clean San Diego is the go-to organization for programs that enhance and conserve San Diego's environment. Through recycling, education, and cleanups of our most beloved areas, I Love A Clean San Diego is the only community based organization dedicated to the future of the entire county – from inland to the coast, in every community, for generations to come. For more information, visit

www.cleansd.org.

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