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**FOR IMMEDIATE RELEASE**

## **5<sup>th</sup> Annual Creek to Bay Cleanup Deemed a Success!**

SAN DIEGO COUNTY, CA – Today thousands of San Diego residents assembled for an extraordinary event. I Love A Clean San Diego hosted their 5<sup>th</sup> Annual Creek to Bay Cleanup presented by the San Diego County Board of Supervisors through the support of Supervisor Greg Cox and Supervisor Pam Slater-Price. Volunteers removed debris from over 55 coastal and inland sites all over San Diego County. Friends, families, co-workers, volunteer groups, and community members supported by collecting trash in parks, canyons, creeks, bays and beaches making a difference in their community.

Volunteers spanned from Imperial Beach to Oceanside and from Mission Bay to Ramona. The majority of trash collected consisted of cigarette butts, food wrappers, and beverage containers, but of course some strange items were also picked up. With several sites still reporting totals, over 150,000 pounds of debris have been cleared already.

I Love A Clean San Diego speculates that the event boasted over 3,000 volunteers, all of whom were excited to be part of today's cleanup. One volunteer at Belmont Park stated, "We like to help— cleaning up the community is just the right thing to do. It makes the neighborhood a better and more enjoyable place to live".

The event included fun activities and give-aways at different site locations around the County. There were "weigh-in-to-win" contests to see who could collect the most debris as well as the "most unique item" competitions to see who could collect the most unusual item in San Diego. Last year the winners of the "most unique item contest" found a telephone booth, bowling balls, a gun holster and lots more bizarre items. This year they found a vacuum, a safe, and a blender among other things. Contest winners received tickets to SeaWorld, passes to the Birch Aquarium at Scripps, Keen Footwear free shoe coupons, and much more!

Supervisor Greg Cox, a longtime supporter of the event joined the community members of San Diego at Belmont Park in Mission Beach promoting volunteerism and a cleaner San Diego. He also shared a few words

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with the 228 volunteers at that site. "Events like today's emphasize the connection between our coastal and inland waterways. Our inland waterways lead to our oceans and pollution and litter often travels to our beaches in these waterways," said Cox, 1<sup>st</sup> District Supervisor. "The work that the thousands of volunteers are doing today is truly remarkable and greatly appreciated" continued Cox. Other speakers included Pauline Martinson, executive director of I Love A Clean San Diego, who said "pollution problems are really problems with misplaced resources. The solution to marine pollution starts with every one of us taking extra care in our everyday activities and treating everyday like Earth Day."

According to the California Coastal Commission 60-80% of pollution at the beach comes from land based sources. I Love A Clean San Diego is working vigorously at stopping this problem at its source by having half the sites of Creek to Bay inland and half at the coast. Debris that is thrown on the ground gets pushed into man-made and natural waterways which lead directly into our oceans where people surf, swim, and play. Human health, wildlife, and San Diego's resources are greatly affected by litter and pollution in the environment and these volunteers today are lending a hand in creating a more enjoyable community to live in.

"In San Diego County, our coastal waters and inland waterways are essential to our quality of life," said Supervisor Pam Slater-Price of the San Diego County Board of Supervisors, another key supporter of this year's Creek to Bay Cleanup. "The County is proud to once again support this important effort to keep our waterways clean and healthy."

In addition to the San Diego County Board of Supervisors, additional sponsors of this year's event included Time Warner Cable, San Diego Bay Watershed Group, Volunteer 8, SeaWorld, Sony, Brown Law Group, Digiteers, General Dynamics NASSCO, BD Biosciences, Jimbo's...Naturally!, Hewlett Packard, Birch Aquarium, Kyocera America, Wilson Sonsini Goodrich & Rosati Foundation, City of Chula Vista, City of Poway, City of Escondido, Drs. C. Carrick and S. Nadel, Keep California Beautiful, Chula Vista Nature Center, Keen Footwear, EDCO, Allied Waste, Waste Management, Hot Tuna and Dog Beach Dog Wash.

*A diversified environmental education organization that operates 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 works to promote countywide 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).*

## Creek to Bay Site List

### North Coastal

Loma Alta Creek (Coastal & Inland)  
Batiquitos Lagoon, Carlsbad  
Frazee Beach, Carlsbad  
South Carlsbad State Beach, Ponto Beach  
San Elijo State Beach  
Cardiff State Beach, North  
Seaside Beach, Cardiff  
Beacon's Beach, Leucadia  
Moonlight Beach, Encinitas  
Del Mar Powerhouse Park

### North Inland

De Luz/Fallbrook  
Vista, Buena Creek  
Felicitia County Park  
Dixon Lake, Escondido  
Ramona, Santa Maria Creek  
Ramona Community Park  
Penasquitos Canyon Preserve

### Central San Diego

La Jolla Shores  
La Jolla Kayak cleanup  
Tourmaline, Pacific Beach  
Rose Creek Corridor, Pacific Beach  
Rose Creek, Pacific Beach  
Santa Clara Point  
Belmont Park, Mission Beach  
South Mission Beach  
Fiesta Island, Mission Bay  
Ocean Beach Pier  
Ocean Beach, Dog Beach

### Central San Diego (continued)

San Diego River Mouth  
San Diego River, Mission Valley Preserve  
North Park  
Ruffin Canyon, Serra Mesa  
Florida Canyon, Balboa Park

### East County

Lake Morena, Campo  
La Mesa, Alvarado Channel  
La Mesa, University Channel  
Chollas Creek, Lemon Grove  
Chollas Creek, 47th Street  
Chollas Creek, 54<sup>th</sup> to Euclid  
Chollas Creek, National Avenue

### South Bay

Chollas Creek, Barrio Logan  
Chollas Lake Park, Oak Park  
Coronado City Beach  
Silver Strand State Beach, Coronado  
D Street Fill, National City  
J Street Marina, Chula Vista  
Salt Creek, Chula Vista  
Del Rey Canyon, Chula Vista  
Rice Canyon, Chula Vista  
Sweetwater Regional Park, Bonita  
Otay Valley Regional Park, Chula Vista  
Dairy Mart Road, San Ysidro  
Beyer Boulevard, San Ysidro  
Imperial Beach Pier  
Borderfield State Park