



www.ilacsd.org T: 619.291.0103 F: 619.298.1314 4891 Pacific Hwy, Suite 115 San Diego, CA 92110

**CONTACT:** Morgan Justice-Black  
I Love A Clean San Diego  
Office: (619) 291-0103, Ext. 3003

March 23, 2007

**FOR IMMEDIATE RELEASE**

### **Join I Love A Clean San Diego for its 5<sup>th</sup> Annual Creek to Bay Cleanup**

SAN DIEGO COUNTY, CA – Celebrate Earth Month by joining I Love A Clean San Diego (ILACSD) at its 5th Annual Creek to Bay Cleanup on Saturday, April 28th from 9am to Noon. The countywide cleanup is presented by the San Diego County Board of Supervisors through the support of Supervisors Pam Slater-Price and Greg Cox. Volunteers will be able to choose from over 50 coastal and inland sites throughout San Diego County, making it easy for everyone to get involved.

The Creek to Bay Cleanup offers a unique opportunity to bring together families, co-workers, students, and service organizations to protect our coastal and inland areas. Since its inception in 2003, over 11,000 volunteers have joined in to remove an estimated 217 tons of trash and recyclables covering 298 miles of San Diego's coastal and inland shorelines.

ILACSD works to educate the community that a great deal of ocean pollution comes from urban areas, both coastal and inland. Human forces (irrigation runoff, illegal dumping) and nature's forces (wind, rain) move trash and other pollutants into our natural waterways like creeks, streams, and rivers, as well as our manmade waterways like storm drains and flood control channels. For this reason half of the cleanup sites at the Creek to Bay Cleanup are on the coast and half are inland. Inland volunteers help to illustrate one of the key messages of this event – the entire watershed is connected; coastal pollution and debris are directly connected to inland pollution and litter.

– more –

“It is important the debris is cleared from inland waterways as it poses risks to wildlife and humans, and because it will eventually move into the ocean,” said Pauline Martinson, executive director for I Love A Clean San Diego. “The Creek to Bay Cleanup provides a chance for community members all over San Diego County to come together and remove some of that debris.”

ILACSD has several exciting things planned for this year's event including event tee shirts for participants, raffles, and an appearance by its Clean Water Ambassador, Captain Wetiquette at ILACSD's central cleanup site, Mission Beach's Belmont Park. Cleanup supplies will be provided, but volunteers are encouraged to bring water and sunscreen.

Sponsors of this event include the aforementioned County Board of Supervisors, Time Warner Cable, The San Diego Bay Watershed Group, Volunteer 8, the County's Project Clean Water program, Sony, SeaWorld, City of Chula Vista, Digiteers, Brown Law Group, Jimbo's...Naturally!, Birch Aquarium, Wilson Sonsini Goodrich & Rosati Foundation, Keen Footwear, BD Biosciences, City of Poway, City of Escondido, Hewlett Packard, Dog Beach Dog Wash, and Keep California Beautiful.

To learn more about the 5<sup>th</sup> Annual Creek to Bay Cleanup or to register as a volunteer, visit [www.creektobay.org](http://www.creektobay.org) or call ILACSD at 1-800-237-BLUE.

*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).*

###