

Media Advisory  
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**For Immediate Release**

**Contact:**

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**Coastal Cleanup Day takes over San Diego County on Saturday**

*More than 8,000 volunteers signed up for countywide cleanup effort*

SAN DIEGO, CA – An expected 8,000 volunteers will gather this Saturday to battle inland and coastal pollution in San Diego County. Event coordinator I Love A Clean San Diego expects volunteers will remove 150,000 pounds of trash at 88 cleanup sites across the County. San Diego's Coastal Cleanup Day will kick off with a press conference at Serra Mesa Community Park & Recreation Center at 9 a.m. on September 15.

**WHAT:** Coastal Cleanup Day press conference to kick off San Diego's largest one-day environmental volunteer event.

**WHEN:** Saturday, September 15  
Press conference begins at 9 a.m.  
Coastal Cleanup Day runs from 9 a.m. – noon

**WHERE:** Serra Mesa Community Park staging area is located in the softball field on the north side of the park, at 9020 Village Glen Drive, San Diego, CA 92123. Media parking is available in lower lot on Village Glen Drive.

Cleanups will occur simultaneously at 88 sites throughout San Diego County. Please contact I Love A Clean San Diego if you are interested in covering the event at another location.

**WHO:** Supervisor Greg Cox, I Love A Clean San Diego Executive Director Pauline Martinson, event sponsors.

**Elected officials attending at other sites include:**

San Diego Councilmember Kevin Faulconer – Tourmaline Beach, Pacific Beach – 8:45am

San Diego Councilmember Marti Emerald – Touring 9 sites within City Heights beginning with Chollas Creek, Hollywood Canyon at 9:00am and ending with Southcrest Trails at 11:45am

Chula Vista Mayor Cheryl Cox – Marina View Park at J Street in Chula Vista – 9:00am

**WHY:** Coastal Cleanup Day is the largest volunteer event of the year with a combined 10,000 volunteers in San Diego County and Baja California. The kick off site is the central hub of the event, where local coordinator I Love A Clean San Diego unites sponsors, dignitaries and community members to celebrate the event and allow media to capture key themes and messages of the countywide event.

**VISUALS:**

- \* More than 350 volunteers from various community groups
- \* Interviews with elected officials and coordinators of San Diego's Coastal Cleanup Day
- \* Bag Monster and Captain Wetiquette
- \* Volunteers removing non-native plants, stenciling storm drains, picking up trash
- \* Corporate volunteer groups

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**CALIFORNIA COASTAL CLEANUP DAY** is part of the world's largest volunteer event in support of the marine environment. I Love A Clean San Diego coordinates this event in San Diego County. More details about ILACSD can be found online at [www.cleansd.org](http://www.cleansd.org).