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FOR IMMEDIATE RELEASE

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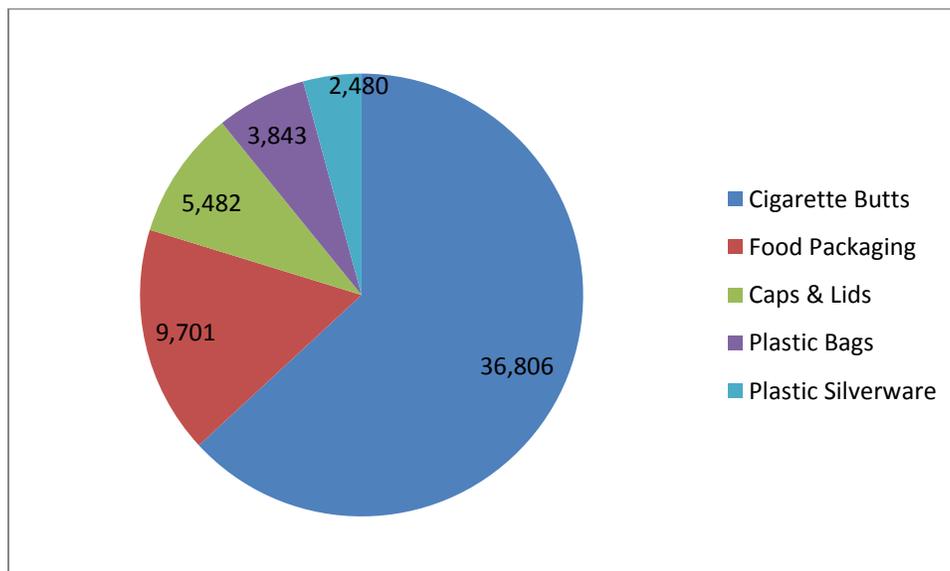


Volunteers of All Ages Gearing Up for Sept 21st Coastal Cleanup Day
San Diego's largest environmental volunteer event unites communities

San Diego County, CA – In less than two weeks, thousands of volunteers will fan out across San Diego County for the 29th annual California Coastal Cleanup Day (CCD). Dedicated to protecting and preserving our local environment, CCD is the largest single-day environmental volunteer event in San Diego. The event, scheduled for Saturday, September 21st is truly a partnership that involves everyone in the San Diego community. Currently, almost 6,000 volunteers have registered to clean up 102 sites throughout San Diego County's inland, urban, and canyon areas. Volunteers of all ages are still needed from 9:00am to 12pm. Interested volunteers can sign up for the cleanup online at: www.CleanupDay.org.

Not just adults are encouraged to participate in the cleanup. Coastal Cleanup Day is a great opportunity for kids to learn about the environment, give back to the community, get outdoors and have some fun. This year's cleanup will feature a "bling your bucket" contest, where kids may bring a decorated cleanup bucket to enter into a contest. Scout troops that volunteer for CCD also receive a commemorative merit badge for their volunteer service.

Coastal Cleanup Day is part of a statewide cleanup event that engages more than 60,000 volunteers from practically every county in the state. As part of Coastal Cleanup Day, each volunteer collects data on the types of trash that they collect. Data showing the top 5 items picked up during last year's event in San Diego County can be seen below.



In 2012, 9,000+ volunteers (7,200 in San Diego County and 2,000 in Tijuana) removed nearly 167,000 pounds of trash and recyclables from San Diego County's eleven watersheds. The removal of trash is not the only focus of this annual event; other activities include storm drain stenciling, invasive plant removal, native planting and graffiti removal. On September 21st, I Love A Clean San Diego encourages all San Diegans to come together for this important event to improve the health of our environment and preserve the San Diego way of life for future generations. Register today at www.CleanupDay.org.

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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