



FOR IMMEDIATE RELEASE

Media Contact:

Morgan Justice-Black
(619) 890-4154 / 619.704.2772
mjusticeblack@cleansd.org

Thousands of Volunteers Dedicate Their Morning to a Cleaner San Diego

SAN DIEGO – September 19, 2015 – Earlier today, I Love A Clean San Diego’s (ILACSD) engaged an estimated 7,500 volunteers at more than 100 cleanup sites at this year’s Coastal Cleanup Day. Volunteers witnessed firsthand the negative effects of litter on the environment and took action to protect it through litter removal and beautification projects. During this three-hour event, volunteers removed more than 150,000 pounds of trash and pollutants from San Diego’s beloved beaches, bays, canyons and neighborhoods. Through this effort volunteers also prepared San Diego’s waterways to withstand the substantial rainfall that is anticipated for this fall and winter by removing trash and invasive plant material from creeks and channels.

Among the debris collected, there were several notable odd items found today, including a set of dentures in good shape, a full fish tank, a dragon statue and a MacBook computer. Volunteers also beautified and restored the local environment through removing graffiti, removing invasive plants, building raised garden beds, and performing a variety of park maintenance projects. Thanks to the hard work of thousands of volunteers, San Diegans will be able to enjoy more than 100 clean outdoors spaces.

This year’s Coastal Cleanup Day received attention from several of San Diego’s elected officials who visited cleanup sites in their respective districts including State Assembly Speaker Toni Atkins, Assemblymember Lorena Gonzalez, US Congressman Scott Peters, County Supervisor’s Greg Cox and Dave Roberts, and Councilmembers Sherri Lightner, Todd Gloria, Chris Cate, Scott Sherman, Mark Kersey, and Marti Emerald.

Today’s Coastal Cleanup Day in San Diego was part of a statewide and international cleanup effort to restore coastlines across the globe. The effort is coordinated statewide by the California Coastal Commission and internationally by The Ocean Conservancy. While Coastal Cleanup Day is I Love A Clean San Diego’s largest cleanup of the year, it is one of hundreds of cleanups hosted by the organization annually. In 2014, ILACSD hosted a total of 232 cleanups that mobilized 29,000 volunteers. For more information to get involved in an upcoming cleanup, please visit www.CleanSD.org. For more information about Coastal Cleanup Day, please visit www.CleanupDay.org.

About I Love A Clean San Diego (ILACSD) *As San Diego’s most influential advocate for sustainability, I Love a Clean San Diego (ILACSD) is an environmental catalyst, awakening passion and inspiring action, empowering everyone to improve the health and beauty of our local environment. For over sixty years, we’ve brought the best in all of us together for a lasting, positive impact on our region. We are passion in action. For more information, to volunteer or donate, visit www.cleansd.org or call (619) 291-0103. Connect with us on Facebook, Twitter and Instagram.*

###