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FOR IMMEDIATE RELEASE

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## San Diego Clean Beach Coalition Prepares for Holiday Crowds

**San Diego, CA** – In anticipation of this year’s Memorial Day kicking off a busy summer season, non-profit organizations, government agencies, and local businesses have come together in an effort to prevent the influx of litter that contaminates our treasured coastline every summer. The San Diego Clean Beach Coalition (CBC), led by I Love A Clean San Diego, will be expanding its pollution prevention effort by placing temporary trash and recycle bins on the sand for Memorial Day weekend. This is the first time that Memorial Day weekend has been included since the campaign began in 2007. FreePB, who first initiated this bin program, are still actively involved as partners in the annual effort to keep our most popular beaches clean.

The Clean Beach Coalition will work with City of San Diego’s Park & Recreation Department to place hundreds of temporary trash and recycle receptacles on beaches of Ocean Beach, Mission Beach, Mission Bay and Pacific Beach. These bins make it easy for people to “enjoy their bash, while canning their trash”, and ensure that there is plenty of space for everyone’s waste.

The Clean Beach Coalition is a collaboration of local non-profit organizations and city agencies focused on coastal stewardship, raising awareness of beach litter issues and preventing marine debris. CBC objectives include: creating awareness of the resources available for beachgoers to properly dispose of their trash during holiday celebrations, educating the community about pollution prevention through signage at local businesses, increasing recycling, and educating people planning to visit the beaches about the rules and regulations.

Major support for this year’s expanded pollution prevention efforts come from Pacific Beach Shore Club and Think Blue – City of San Diego’s Storm Water & Transportation Department. A few new sponsors are also helping to offset the cost of these bins, including Typhoon Saloon, SeaWorld San Diego, Northrup Grumman, The Heller Foundation of San Diego and Rubio’s. They are joining the ranks of returning sponsors Lahaina’s, Vavi, Bar West, and car2go to keep our beaches free from trash this summer.

The SDBC advises beach goers to avoid bringing Styrofoam and plastic bottles, bags and wrappers to the beaches as these can harm wildlife and are not biodegradable. Instead, bring reusable coolers, containers and water bottles and be sure to dispose of all trash and recyclables. Additional information about the campaign is available at [www.CleanBeachCoalition.org](http://www.CleanBeachCoalition.org)

***I Love A Clean San Diego** is the go-to organization for programs that enhance and conserve the local 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](http://www.cleansd.org).*

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