

August 30, 2013

FOR IMMEDIATE RELEASE

CONTACT: Morgan Justice-Black
Cell: 619.890.4154
Email: mjusticeblack@cleansd.org



Clean Beach Coalition Closes Out Summer with Labor Day Campaign *50+ temporary trash & recycle bins to be placed on local beaches*

San Diego, CA – Labor Day weekend marks the unofficial end of the summer season and San Diegans are expected to flood local beaches. Labor Day weekend also marks the end to the 2013 San Diego Clean Beach Coalition summer pollution prevention campaign. **This weekend the Clean Beach Coalition, led by I Love A Clean San Diego, will close out its summer pollution prevention efforts by placing more than 50 temporary trash and recycling receptacles on popular local beaches.**

The Clean Beach Coalition works 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 during summer holiday weekends. 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. For Labor Day weekend, bins will be placed Friday afternoon and removed on Tuesday.

The San Diego Clean Beach Coalition (CBC), led by I Love A Clean San Diego, expanded its pollution prevention efforts this year by placing temporary trash and recycle bins on the sand for Memorial Day weekend, as well as the usual Fourth of July and Labor Day holiday weekends. **More than 275,000 pounds of debris (equaling the weight of 20 killer whales) were collected in these temporary bins during Memorial Day and Fourth of July alone!**

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. FreePB.org, the organization who first initiated this bin program, is still actively involved as a partner in the annual effort to keep our most popular beaches clean.

The CBC 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

***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.*

###