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**MEDIA ADVISORY**

FOR IMMEDIATE RELEASE

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**Clean Beach Coalition to Kickoff 4<sup>th</sup> of July Weekend with  
Annual Press Event and Bin Unveiling**

- What:** The media is invited to hear from Councilmember Lorie Zapf, coastal business owners, public safety personnel and I Love A Clean San Diego (ILACSD) at this year's San Diego Clean Beach Coalition (SDCBC) press event and bin unveiling. The SDCBC, led by ILACSD, will once again deter littering and encourage beachgoers to be stewards of their environment through public education and the placement of 75 temporary trash and recycling bins along Mission Beach, Mission Bay, Pacific Beach, and Ocean Beach.
- When:** Thursday, July 2<sup>nd</sup> from 11 a.m. – 11:30 a.m.
- Where:** Fanuel Street Park in Mission Bay  
4024 Fanuel Street, San Diego, CA 92109  
Directions: Take I-5, exit Grand/Garnet, go West on Grand Avenue toward the beach. Make a left onto Fanuel Street, and follow road South toward Mission Bay. Fanuel Street Park is on right-hand side, one block from Mission Bay.
- Why:** Trashed beaches and bays are unsightly and cause serious health issues for marine life and beachgoers. The current bins alone cannot meet the demands of the increased foot-traffic and the trash that accumulates. SDCBC's bins make it easy and convenient for beachgoers to enjoy their time seaside while keeping it clean.
- Who:** The SDCBC is a joint partnership between ILACSD, FreePB.org, and City of San Diego, who work collaboratively to address pollution along San Diego's treasured coastline. This year's top tier sponsors include: City of San Diego Think Blue and Pacific Beach Shore Club. ILACSD staff, sponsors, Councilmember Lorie Zapf and public safety personnel will be available for interviews.

### Interviews & Visuals:

- Interviews with Pauline Martinson, ILACSD executive director, Councilmember Lorie Zapf, as well as public safety personnel, including lifeguards and police.
- First look at this year's receptacles. **The bins are almost the size of a twin mattress, more than 4' tall, 3' wide, and 5' long!**
- Views of San Diego's pristine beaches before the Fourth of July festivities.
- Display of the SDCBC's pollution prevention tips for a sustainable day at the beach.

***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](http://www.cleansd.org) or call (619) 291-0103. Connect with us on [Facebook](#), [Twitter](#) and [Instagram](#).*

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