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FOR IMMEDIATE RELEASE

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



New Chula Vista Locations Added to I Love A Clean San Diego's Clean Canyons Program

Organizations most popular volunteer program makes "adoption" more convenient in South County

San Diego, CA - I Love A Clean San Diego (ILACSD) announces the addition of two Chula Vista canyons, Del Rey Canyon and Rice Canyon, that are now available through its Adopt-A-Beach (AAB) Clean Canyons program. The Adopt-A-Beach program is ILACSD's most popular volunteer program. A statewide program funded by the California Coastal Commission, ILACSD coordinates close to 10,000 volunteers annually through the Adopt-A-Beach program. This program expansion has been made possible through a grant from the Chula Vista Charitable Foundation.

ILACSD is working with the City of Chula Vista Open Space Division rangers on this expansion. The goal of expanding the program is to further protect San Diego's canyons from the harmful effects of litter and pollution. The consequences of debris are severe: these include negative economic and aesthetic impacts and harm and risk to human health and safety. Protecting our local plants and animals is key; trash causes injury and death to animals through entanglement and ingestion as well as habitat destruction. Inland and canyon cleanups benefit not only the areas served but are also crucial in preventing marine debris. 80% of trash that winds up in the ocean starts inland and travels through San Diego County's 11 watersheds.

To better understand the types of debris commonly found at cleanups, ILACSD has created a data tracking form for groups to use during their cleanups. Adopt-A-Beach program coordinators across the state use a similar litter tracking card to identify what types of debris are most problematic regionally as well as on a statewide level. The card asks for each volunteer to tally up each item they pick up to obtain a grand total of the types of trash removed from your adopted site. By filling out these data cards, volunteers contribute to a better understanding of the cause and source of litter in our communities and on our beaches in San Diego. These cards not only give us a better idea of what types of trash are most common, but they additionally can help with education, outreach, and legislation to prevent specific harmful items from ending up as marine debris.

Those interested in adopting a canyon are encouraged to attend a canyon cleanup prior to adoption. I Love A Clean San Diego will host a cleanup to launch the Chula Vista component of the program at Del Rey Canyon on Saturday, December 14th from 9AM-12PM. To sign up for the cleanup, volunteers may visit http://cleansd.org/v_events.php. Interested adopters may also learn more and register at www.adoptsd.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.

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