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Coastal Cleanup Day Emphasizes Border Transparency When it Comes to Trash Largest Volunteer Event in State Celebrates 25th Anniversary

San Diego, CA – Thousands of volunteers are needed on Saturday, September 19th from 9AM – 12noon at nearly 80 coastal and inland cleanup sites throughout San Diego County and Tijuana. Once again, thousands of San Diegans will join forces to clean up local beaches, bays, parks, canyons, and open space areas as part of the annual California Coastal Cleanup Day. County coordinators at I Love A Clean San Diego and San Diego Coastkeeper are celebrating the 25th anniversary of the event by aiming to increase participation to 10,000 volunteers countywide. Groups of all ages are welcome to participate in this community event, so gather your friends, family, and coworkers to help improve the health of local communities and the environment. Complete event information, cleanup site details, and online registration are available now at www.cleanupday.org.

Last year, nearly 8,000 volunteers removed debris by the truckload, totaling over 160,000 pounds of trash – that equals the weight of 17 elephants! The data collected about items commonly found by Coastal Cleanup Day volunteers reveals important information about the potential sources of marine debris. Items like plastic bags, cigarette butts, bottle caps, Styrofoam, straws, paint, batteries, electronics, appliances, food wrappers, and tires often travel downstream and damage our fragile marine ecosystems. These items contaminate outdoor public places where our families live and play. Without volunteer support, this trash would persist in the environment and continue to cause harm, and fewer residents would see firsthand the connection between littering and pollution.

Now celebrating its 25th anniversary in California, this event consistently gives residents a chance to take pride in their communities, their beaches, and the outdoors. A volunteer's impact does not stop here. Communities in San Diego will clean up alongside volunteers across the world in a global effort supporting the environment that shows no borders. With cleanup sites reaching into Baja California, San Diego's event will exemplify a cross-border battle against marine debris through a bi-national event.

California Coastal Cleanup Day would not be possible without the generosity of event sponsors. Presenting sponsors include San Diego County Board of Supervisors through the support of Supervisor Greg Cox and Pam Slater-Price, and City of San Diego Stormwater Department, Think Blue. As recurring event sponsor Supervisor Greg Cox reflects, "San Diegans have a great spirit of volunteerism and love of our beaches and those passions shine brightest on Coastal Cleanup Day. I've fought to save our beach water monitoring program and I've been a regular supporter of Coastal Cleanup Day. I'm excited to once again join so many San Diegans in this year's cleanup." Statewide support for the effort is provided by the California Coastal Commission and Whole Foods Market, with local assistance from the Sempra Energy Foundation, Allied Waste and many others. A complete list of San Diego County event sponsors can be found at www.cleanupday.org/sponsors.htm.

***CALIFORNIA COASTAL CLEANUP DAY** is a volunteer event 25 years in the making, with more communities, cities, and counties joining in year after year. Through a partnership with California Coastal Commission and Ocean Conservancy, volunteers track types of debris found to compile and learn the sources of marine debris worldwide. I Love A Clean San Diego and San Diego Coastkeeper co-coordinate this event in San Diego County. More details about each organization can be found online at www.cleansd.org and www.sdcoastkeeper.org.*