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FOR IMMEDIATE RELEASE

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Coastal Cleanup Day Expands Far Beyond Your Average Beach Cleanup

Today's binational Coastal Cleanup Day event nets impressive results

San Diego, CA – An estimated 8,000 San Diego residents woke up early this morning to volunteer their time and clean up their communities at 88 sites around San Diego County as part of the 28th Annual California Coastal Cleanup Day. While site totals are still coming in, local environmental nonprofit and event organizer, I Love A Clean San Diego (ILACSD), estimates that volunteers removed at least 150,000 pounds of debris during the three hour event. Unusual items reported by site captains included: a bubble gum machine, brand new tv, and a trash bag full of popcorn. This morning's event was part of the statewide Coastal Cleanup Day coordinated by the California Coastal Commission which included volunteers in 55 of 58 counties in California, as well as International Coastal Cleanup which involves participation by close to 100 countries.

I Love A Clean San Diego had been co-coordinating Coastal Cleanup Day here in San Diego for 10 years, but this year took on the event as the sole coordinator making ILACSD the go-to organization for countywide cleanup events. In addition to the cleanup sites in San Diego, ILACSD engaged partners in Tijuana who lead 18 sites just across the border. ILACSD's focus on expanding its countywide cleanups to serve new communities was evident in this cross-border partnership as well as with the inclusion of new cleanup sites in the East County and the involvement of the boating community at two on the water cleanups at Sun Harbor Marina and Shelter Island.

"It is always inspiring to see the community come together and take time out of their busy lives to help make our local environment cleaner, healthier, and even more beautiful than it already is", said Pauline Martinson, Executive Director of I Love A Clean San Diego. "We hope that expanding into these new communities will allow us to engage more residents to take responsibility for protecting the natural areas that are such an integral part of our San Diego way of life."

As part of Coastal Cleanup Day, each volunteer tracks the types and number of items found during the cleanup. ILACSD compiles this data for the San Diego County region and submits it to the California Coastal Commission and Ocean Conservancy to support legislation related to marine debris. Last year, the most common items found locally were cigarette butts, food wrappers, and bottle caps/lids.

In an effort to minimize the amount of trash generated as part of the event, ILACSD asked volunteers to bring their own reusable cleanup supplies, including buckets, work gloves, and canteens for water. Some sites reported using little to no plastic bags as part of the cleanup. Local youth also participated in the "Bling Your Bucket" contest to further encourage them to bring their

own supplies. ILACSD hopes that this habit will spill over into daily life, inspiring San Diegans to opt for reusable items whenever possible.

Couldn't make it to Coastal Cleanup Day? You can still support cleanup efforts across San Diego County by texting the word CLEAN to the number 80888 to make a \$10 donation to ILACSD that will appear on your cell phone bill. Or visit www.cleansd.org to find information for other upcoming volunteer opportunities.

I Love A Clean San Diego is the go-to organization for programs that preserve San Diego's 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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