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FOR IMMEDIATE RELEASE

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Do It Yourself Cleanup Pilot Project to Launch along Mission Bay

San Diego, CA – Local nonprofit organization I Love A Clean San Diego (ILACSD) is launching a new cleanup program along a popular stretch of Mission Bay this fall. Tomorrow, ILACSD will install three “Do It Yourself Cleanup” receptacles along the Bay, giving beachgoers the opportunity to conduct an impromptu beach cleanup with all the necessary supplies. Receptacles will be placed at Playa Pacifica, De Anza Cove, and Crown Point Shores. Each receptacle will contain trash bags, gloves and safety instructions.

“I Love A Clean San Diego is very excited about this project”, says Executive Director Pauline Martinson. “The Do It Yourself Cleanup program will allow people to take immediate action when they see the beach is in disarray, bagging and disposing of trash before it has the chance to enter Mission Bay and eventually the Ocean.”

The Do It Yourself Cleanup Program is a project of the Adopt-A-Beach program, which I Love A Clean San Diego has managed for the San Diego County region for roughly 20 years. I Love A Clean San Diego was chosen to pilot this program on behalf of all statewide Adopt-A-Beach coordinators with support from the California Coastal Commission. Based on its anticipated success in San Diego, the program could be implemented statewide. Custom receptacles were designed and fabricated to allow for both trash bags as well as gloves to be protected from the elements in a stainless steel chamber. The creation was truly a community effort, with a local beach resident designing the receptacle and fabrication donated by Metal Masters. Funding to pilot the program was provided by the California Coastal Commission’s Whale Tail License Plate grant program.

Tomorrow at 11:00am, I Love A Clean San Diego will come together with the City of San Diego Parks & Recreation Developed Regional Parks to install the three Do It Yourself Cleanup receptacles. Please contact ILACSD at mjusticeblack@cleansd.org or 619.890.4154 if you’d like to cover the installation.

For additional information about I Love A Clean San Diego, visit www.cleansd.org, or for information about the San Diego County Adopt-A-Beach program, visit 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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