

September 18th, 2015

MEDIA ADVISORY



FOR IMMEDIATE RELEASE

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**I Love A Clean San Diego leads Annual Coastal Cleanup Day Tomorrow
Expected 8,000 Volunteers to Prepare Local Environment for El Niño**

- What:** On Saturday, September 19th from 9 am - 12noon, I Love A Clean San Diego (ILACSD) will host **Coastal Cleanup Day (CCD)**, an international cleanup event that the organization has coordinated locally for almost three decades. Historically, ILACSD has mobilized roughly 7,500 volunteers at 100 cleanup sites across San Diego County each year, while providing support to several cleanup sites in northern Baja California.
- When:** Saturday, September 19, 2015, kick off at 9:00am, cleanup 9:00am – 12noon
- Where:** Kick off site: **Emerald Hills Park & Open Space, 5699 Bethune Court, San Diego, CA 92114**
Additional cleanup efforts will take place at 100 sites in San Diego County
- Why:** In addition to being an eyesore, trash and pollutants pose serious health threats to marine life and people. It is crucial to remove as much trash as possible during this year's Coastal Cleanup Day to prevent flooding caused by waterways blocked with trash and overgrown vegetation. Whatever trash remains in local creeks and canyons will flow directly to the Pacific Ocean during the predicted El Nino, causing coastal pollution and beach closures. Volunteers will also beautify the region by painting over graffiti, replacing invasive plants with native species, and stenciling storm drains with pollution prevention messages.
- Who:** **More than 8,000 volunteers are expected to gather at 100 sites in San Diego County and fifteen sites in northern Baja California.** ILACSD staff, County Supervisor Greg Cox and event sponsors will be in attendance at the kick off site. Seventy1 Environmental and San Diego Gas and Electric employee volunteer groups will be assisting with the cleanup and service projects, as well. For a complete list of elected official attending CCD, refer to next page.
- Visuals:** Hundreds of volunteers, including youth, maintaining trails, removing large amounts of trash from the nearby canyon and enhancing park amenities (mulching, painting benches, etc.). Youth and adults using reusable gloves and buckets to collect litter, instead of plastic bags, as part of the Bring Your Own Reusables campaign.
- Interviews:** Pauline Martinson, Executive Director for I Love A Clean San Diego, elected officials, corporate partners as well as hundreds of volunteers, including youth, will be available for interviews.

About I Love A Clean San Diego – I Love A Clean San Diego is the go-to organization for programs that enhance and conserve San Diego's 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.

Elected Officials Attending 31st Annual Coastal Cleanup Day

United States Congressman, Scott Peters – Ocean Beach Pier (9:15am – 9:45am)

California State Assembly Speaker, Toni Atkins – Ocean Beach Pier (8:45am – 9:30am)

San Diego County Supervisor Greg Cox – Kick off site, Emerald Hills Park (8:45am – 9:30am)

San Diego County Supervisor Dave Roberts – San Dieguito Lagoon (8:45am – 9:30am)

San Diego City Council President Sherri Lightner – La Jolla Shores (10am – 11am)

San Diego City Councilmember Todd Gloria - Marston Canyon, Hillcrest (10am – 11am)

San Diego City Councilmember Mark Kersey – Miramar Lake (8:45am – 9:45am)

San Diego City Councilmember Chris Cate – Mt. Etna Canyon, Clairemont (8:45am – 9:45am)

San Diego City Councilmember Scott Sherman –Adobe Falls, Del Cerro (8:45am – 10am)

San Diego City Councilmember Marti Emerald – Touring City Heights locations (9am – noon)

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