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April 25, 2009

FOR IMMEDIATE RELEASE

ILACSD Cleanup Makes Clean Sweep from Creek to Bay

SAN DIEGO COUNTY, CA – Volunteers of all ages showed their love for a clean San Diego today by taking part in the 7th Annual Creek to Bay Cleanup. These dedicated community members volunteered their time at 63 cleanup sites spread out countywide, proving that “green” starts in San Diego.

With cleanup site totals still trickling in, coordinators at I Love A Clean San Diego (ILACSD) expect to surpass last year’s volunteer totals with over 4,000 participants countywide. Temporary dumpsters were filled to the brim countywide, with many inland sites reporting thousands of pounds of debris. The most common items collected included cigarette butts, plastic grocery bags and plastic beverages bottles proving that single use disposable items continue to plague our region. Hundreds of discarded tires and abandoned hazardous waste were identified at many inland cleanup sites. On the other hand, most unusual items this year included a trophy from 1911, a disco ball, and a wallet full of money!

ILACSD’s army of volunteers make a tremendous impact by donating just a few hours of their time, while setting a positive example each year to an expanding cross-section of community members. With more and more volunteers joining in at this event each year, San Diegans embody an infectious spread of environmental stewardship and community pride.

I Love A Clean San Diego hosted the Creek to Bay kickoff event at Southcrest Community Park in an effort to shed some light on an often overlooked problem facing San Diego’s watersheds. Urban runoff and debris not only cause health concerns for affected neighborhoods, but this debris eventually travels to the coast through rivers, creeks, and storm drains where it contaminates the ocean. Approximately 80% of marine debris originates at such inland areas and ILACSD is proud of all volunteers today; especially those who helped stop this harmful pollution upstream.

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Over 350 volunteers at Southcrest Community Park were greeted by KFMB Channel 8's Natasha Stenbock and Carlo Cecchetto to kick off the event, before heading out to cleanup the park, the nearby portion of Chollas Creek, and surrounding neighborhood. In addition to the cleanup, volunteers beautified the community through planting activities and storm drain stenciling. By stenciling a warning message, "No Dumping, Goes to Ocean" on storm drain inlets, volunteers will prevent future incidences of littering and illegal dumping in order to preserve all of their hard work cleaning up at this event. I Love A Clean San Diego coordinates the stenciling program year round for volunteers through a partnership with City of San Diego Think Blue.

Beautification activities like these cleanups, planting, and storm drain stenciling projects took place here in San Diego today, and across the country through Keep America Beautiful's Great American Cleanup. I Love A Clean San Diego is proud to represent San Diego County through the inclusion of the Creek to Bay Cleanup in this nationwide event that instills and spreads activism to over 30,000 communities.

These accomplishments would not have been possible without our dedicated sponsors' support. Thanks are due to the 2009 event sponsors, including title sponsors San Diego County Board of Supervisors Greg Cox and Pam Slater Price and City of San Diego Think Blue, with additional support from Time Warner Cable, KFMB Channel 8's Earth 8 Campaign, Allied Waste Services, San Diego Bay Watershed Group, the Barona Band of Mission Indians, Sony, Kashi., SeaWorld, Sea Life Aquarium, Ellen Browning Scripps Foundation, Birch Aquarium at Scripps, AMC Theaters, Ocean Minded, RBF Consulting, Kohl's, Cubic Transportation Systems, Wilson Sonsini Goodrich & Rosati Foundation, City of Poway, City of Escondido, General Dynamics NASSCO, Dog Beach Dog Wash, KPRI, and Keep America Beautiful.

A diversified environmental education organization operating throughout San Diego County, I love A Clean San Diego offers a broad range of expertise in public education and outreach, event coordination, and community relations. ILACSD promotes awareness of environmental issues including resource conservation, waster reduction and recycling, community enhancement, and pollution prevention. For more information about I Love A Clean San Diego, visit www.cleansd.org or call 1-800-237-BLUE.

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