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FOR IMMEDIATE RELEASE

CONTACT: Sarah Lott, Marketing Coordinator  
Office: (619) 704-2781  
Cell: (503) 881-8704  
Email: slott@cleansd.org

### **I Love A Clean San Diego & AleSmith Brewing Co. Team Up for Annual Cupid's Cleanup**

**SAN DIEGO, CA** – Valentine's Day is less than a month away, and I Love A Clean San Diego (ILACSD) is providing a chance for eco-minded singles, couples and friends to show their love for our local environment. In its 9<sup>th</sup> year, I Love A Clean San Diego is set to play matchmaker at the annual Cupid's Cleanup. This year's cleanup event and post-cleanup mixer will take place on Sunday, February 15<sup>th</sup> and volunteers will have the choice of two cleanup shifts for the cleanup, either from 9am – 11am or 10am – noon. Volunteers are asked to meet at AleSmith Brewing Company before heading out to the cleanup.

The majority of the debris found at local beaches originates from inland sources, including urban and industrial areas. For that reason, ILACSD is hosting an inland cleanup this year, focusing its efforts within Miramar's industrial district. After the cleanup, participants can mix and mingle at a festive Valentine's Day-themed mixer hosted by AleSmith Brewing Company. Volunteers will receive complimentary beer tasters as a thank you for their hard work and to celebrate their love for a cleaner community.

"Events like Cupid's Cleanup are vital to the health of the local environment because they keep trash off our beaches, out of local waterways and the ocean," says Pauline Martinson, executive director, ILACSD. "Cupid's Cleanup is a festive event meant to create a cleaner and safer environment while helping local singles to find love."

ILACSD encourages volunteers to bring their own reusable cleanup supplies—plastic buckets, work gloves and canteens for water—though extra supplies will also be available. Each volunteer will need to have a signed waiver form, and volunteers under the age of 18 will need an additional parent/guardian signature. To sign up as a volunteer, contact Lexi Ambrogi at [lambrogi@cleansd.org](mailto:lambrogi@cleansd.org) or (619) 704-2778; please indicate which shift you'd like to attend.

**About I Love A Clean San Diego:** *Celebrating six decades of environmental preservation, I Love A Clean San Diego (ILACSD) is the go-to organization for programs that enhance and conserve San Diego County's environment. Through recycling, education and cleanups of our most beloved areas, I Love A Clean San Diego provides pollution prevention programs throughout the region. For more information, visit [www.cleansd.org](http://www.cleansd.org) or call (619) 291-0103. Connect with us on [Facebook](#), [Twitter](#) and [Instagram](#).*

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