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FOR IMMEDIATE RELEASE

Media Contact:

Sarah Lott-Buchholz
619-704-2781/503-881-8704
Sbuchholz@cleansd.org

***Largest Cleanup of the Year about More than Picking up Trash
31st Annual Coastal Cleanup Day happening Sept. 19***

SAN DIEGO – I Love A Clean San Diego (ILACSD) will host the 31st Annual Coastal Cleanup Day (CCD) on Saturday, September 19th from 9am-noon at over 100 cleanup locations. Coastal Cleanup Day is part of the statewide California Coastal Cleanup Day and International Coastal Cleanup, which includes over 90 countries and half a million volunteers annually. ILACSD has coordinated this event locally for almost three decades, mobilizing roughly 7,500 volunteers in San Diego County each year, while providing support to more than a dozen cleanups in northern Baja California. Volunteers of all ages and ability levels are encouraged to invest in a cleaner San Diego by volunteering at Coastal Cleanup Day. For more information and to register, please visit www.CleanUpDay.org.

While Coastal Cleanup Day is best known for its beach cleanup sites, ILACSD focuses the majority of its efforts along inland waterways and canyons where 80% of marine debris originates. One of San Diego's most impacted waterways is Chollas Creek. The creek stretches for 32 miles through several densely populated communities, including City Heights, where it is plagued with illegal dumping and littering. These areas, highlighted in green on the CCD website, www.CleanUpDay.org, are currently in great need for more volunteers due to the magnitude of trash that has accumulated. Volunteers are encouraged to sign up for these sites to help stop pollutants from emptying into San Diego Bay where millions of San Diegans and visitors recreate annually. Chollas Creek is not the only waterway that ILACSD works to protect. In 2014 alone, CCD volunteers removed 204,000 pounds of trash and recyclables from San Diego's eleven watersheds that otherwise would have polluted San Diego's waterways and beloved coastline.

Coastal Cleanup Day isn't just about picking up trash, but also about preventing it. ILACSD encourages volunteers to B.Y.O (Bring Your Own) reusable water bottles, work gloves and buckets to collect litter and minimize waste generated at the event. In 2014, 70% of volunteers pledged to bring at least one reusable item.

While trash removal is a large part of the event, it is not the only focus. At several sites, volunteers will also beautify San Diego County by stenciling storm drains, adding fresh paint to remove graffiti and planting water-wise native species. At one site in particular, the Tijuana River Valley Community Garden, San Diego Gas and Electric employees and other community members will build new compost bins and two new gardening plots where local residents will be able to grow their own food.

Thanks to one of our event sponsors, Sony Electronics, volunteers will have the opportunity to participate in Sony's CCD photo contest. To enter to win, volunteers may submit their best photo of volunteers in action at Coastal Cleanup Day to ILoveACleanSD@gmail.com. The winner will receive a Sony Cybershot camera.

The event's top tier sponsors include the County of San Diego, San Diego Gas & Electric and the City of San Diego Transportation & Stormwater Department – Think Blue. Coastal Cleanup Day is coordinated statewide by the California Coastal Commission and internationally by the Ocean Conservancy.

About I Love A Clean San Diego (ILACSD) *As San Diego's most influential advocate for sustainability, I Love a Clean San Diego (ILACSD) is an environmental catalyst, awakening passion and inspiring action, empowering everyone to improve the health and beauty of our local environment. For more than sixty years, we've brought the best in all of us together for a lasting, positive impact on our region. We are passion in action. For more information, visit www.cleansd.org or call (619) 291-0103. Connect with us on [Facebook](#), [Twitter](#) and [Instagram](#).*

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