

June 4, 2013

FOR IMMEDIATE RELEASE



Contact: Morgan Justice-Black, mjusticeblack@cleansd.org
Mobile 619.890.4154, Office 619.704.2772

San Diego Youth to Celebrate 20th Annual Kids' Ocean Day on June 6th

I Love A Clean San Diego to coordinate 1,000 person beach cleanup and aerial art display

San Diego, CA – On June 6th, close to 1,000 San Diego youth will descend on Crown Point Shores in Mission Bay to send a clear environmental message to the community. These students will perform a beach cleanup, and then form a giant aerial art image of a child listening to a seashell and spelling out the word "LISTEN", reminding San Diegans about the importance of listening to and living in harmony with the marine environment.

Students from local elementary schools, including seven Title I schools, will arrive at the beach that day, ready to pick up litter and debris discarded by careless beachgoers over the Memorial Day holiday weekend. 70 of these students will have the opportunity to go to the beach for the first time. Items like cigarette butts, food wrappers and plastic lids are often found as part of these cleanup events, and while they seem small and insignificant, these items pose a great threat to the marine environment.

Aerial art is harder than it looks! An image needs to be translated from an 8.5" by 11" piece of paper to a 170 foot by 290 foot section of beach. To prepare, members of ILACSD participated in an aerial art training, led by the man who coined the phrase aerial art, artist John Quigley. They started the training by focusing in on the reason this event exists– to connect kids to the beach, ocean, and conservation, for kids to have fun while helping out, to offer the opportunity for kids to love nature and to give students a voice.

Aside from coordinating the cleanup and aerial art formation in San Diego County, I Love A Clean San Diego staff have also provided education presentations to the children in their schools prior to the event. In the hour-long assembly, students learn about San Diego's watersheds, common pollutants and their impacts on ecosystems and most importantly, how they can be good stewards and prevent pollution from entering the environment in the first place.

"These children are reminding us of something very important," said Mary Shallenberger, Chair of the California Coastal Commission. "The ocean is being stressed by human impacts and is changing rapidly. If we take a moment to listen to the ocean, as these children are doing, we would know that this is our time to act to save the ocean – to follow the great example of these children and live in a way that is respectful of our magnificent water planet." The Coastal Commission coordinates the program statewide and provides financial support from the Whale Tail License Plate Fund.

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.

###