

FOR IMMEDIATE RELEASE

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**Volunteer Registration Launched for 13th Annual Creek to Bay Cleanup
Event Set to Clean Record 106 Sites Countywide**

SAN DIEGO, CA – April 1, 2015 – For the first time in its history, I Love A Clean San Diego’s (ILACSD) signature event, the Creek to Bay Cleanup, will host more than 100 inland and coastal cleanup sites simultaneously throughout San Diego County. The event, reaching from Oceanside to San Ysidro as well as Ocean Beach to Alpine, hopes to engage more than 6,000 volunteers to protect and enhance the local environment. The majority of trash originates at inland sources and for that reason, ILACSD focuses much of its efforts and cleanup sites inland (81 sites), while still maintaining a strong presence along the coast (25 sites). ILACSD encourages volunteers of all ages to participate in this one-day clean sweep, happening Saturday, April 25 from 9 a.m. to 12 noon. Registration is now open for the 13th Annual Creek to Bay Cleanup. **To learn more information about the cleanup and sign up online, visit www.Creektobay.org.** As the magnitude of the Creek to Bay Cleanup has increased, ILACSD asks that each volunteer #GiveABuck For the Environment and commit to donating \$1 or more at the event to help offset the cost of coordinating such a large-scale effort.

Thirteen years ago, ILACSD hosted its first Creek to Bay Cleanup with only 27 cleanup sites and 2,000 volunteers. Since then, the event has continued to grow. In 2014, ILACSD successfully mobilized more than 5,000 volunteers, despite stormy weather, to remove 100 tons of debris from their local communities during the three-hour event. The removal of trash is not the only focus of this annual event. Volunteers will also beautify and restore the local environment by way of graffiti removal, native planting, invasive plant removal and park maintenance. ILACSD hopes to engage thousands of San Diego residents to beautify and restore local bays, canyons, parks and beaches. A complete list of cleanup sites is available on the event website, www.Creektobay.org.

In order to reduce the waste generated as part of this large-scale cleanup, ILACSD encourages volunteers to Bring Their Own Reusables. Reusable cleanup supplies include a plastic bucket, work gloves and a canteen for water. To incentivize participation among youth, ILACSD is once again hosting a Bling Your Bucket contest, where kids can decorate their own reusable plastic bucket and snap a photo using it at the cleanup. Additionally, all scout troops that participate may request patches to commemorate their volunteer efforts. ILACSD continues its partnership with Sony Electronics who sponsors the annual Creek to Bay photo contest. This year, the theme of the photo contest is “Passion in Action”, and volunteers are encouraged to document their volunteer service at Creek to Bay then submit it for voting on ILACSD’s Facebook page.

The Creek to Bay Cleanup is just one of two countywide cleanups that ILACSD hosts each year. The other, Coastal Cleanup Day, is scheduled for Saturday September 19th this year. Additionally, ILACSD

coordinates a wide array of pollution prevention and beautification programs annually, mobilizing 29,000 volunteers and educating an additional 31,000 San Diegans. On average, ILACSD volunteers remove an astounding one million pounds of debris every 2-3 years.

About I Love A Clean San Diego: *Celebrating more than six decades of environmental programs, I Love A Clean San Diego (ILACSD) continues to be an award-winning environmental organization serving all of San Diego County. In 2014, ILACSD was recognized as "Affiliate of the Year" by Keep America Beautiful. Through recycling, education and cleanups of the region's most beloved areas, ILACSD provides pollution prevention programs that pave the way for a cleaner and healthier San Diego right now, and for future generations. For more information, to volunteer or donate, visit www.cleansd.org or call (619) 291-0103. Connect with us on [Facebook](#), [Twitter](#) and [Instagram](#).*

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