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FOR IMMEDIATE RELEASE

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Volunteer Registration Now Open for 28th Annual Coastal Cleanup Day

*San Diego's Largest Environmental Volunteer Event Shows
There is More to Protecting the Coast Than Just Beach Cleanups*

San Diego County, CA – Online volunteer registration is now open for Coastal Cleanup Day 2012, the largest single-day volunteer event in San Diego dedicated to protecting and preserving our local environment. The event, scheduled for Saturday, September 15, 2012, is truly a partnership that involves everyone in the San Diego community. Volunteers of all ages are needed from 9:00am to 12noon at more than 80 coastal and inland sites to help preserve the local environment by cleaning up these outdoor areas. Volunteer registration is now open online at: www.cleanupday.org.

Coordinated locally by environmental nonprofit I Love A Clean San Diego (ILACSD), Coastal Cleanup Day is part of the statewide California Coastal Cleanup Day and International Coastal Cleanup, which has included over 150 countries and 9 million volunteers since its inception more than 25 years ago. Locally, CCD successfully brings together roughly 8,000 volunteers, local businesses, community organizations, and government agencies, all working towards the same goal: a cleaner and healthier San Diego.

Each year, hundreds of tons of garbage end up on the beaches and in our waterways after travelling through San Diego's vast watershed system. Best known for its beach cleanup sites, Coastal Cleanup Day reaches far beyond the beach with 62% of sites located along the rivers, creeks, canyons and bays throughout San Diego County. Cleaning up these inland sites prevents trash from ever reaching the coast, stopping pollution at the source.

I Love A Clean San Diego also focuses on reducing waste at the event by encouraging volunteers to bring their own reusable cleanup supplies such as reusable water bottles, gardening gloves, and buckets to collect trash.

Last year, more than 7,500 volunteers removed 150,000 pounds of debris from their local communities. An additional 2,000 volunteers lent their support south of the border along the internationally shared Tijuana River Watershed. The removal of trash is not the only focus of this annual event; other activities include storm drain stenciling, invasive plant removal, native planting and graffiti removal.

On September 15th, I Love A Clean San Diego encourages all San Diegans to come together for this important event to improve the health of our environment and preserve the San Diego way of life for future generations. Register today at www.cleanupday.org. *Every piece of trash we remove reveals something beautiful.*

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.

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