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FOR IMMEDIATE RELEASE

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Volunteers Sought for Coastal Cleanup Day on September 15

Every piece of trash we remove reveals something beautiful

San Diego County, CA – On Saturday September 15, local environmental organization I Love A Clean San Diego will mobilize an estimated 8,000 volunteers countywide as part of an annual cleanup effort. The event, known as California Coastal Cleanup Day, is in its 28th year of existence statewide, and I Love A Clean San Diego has been coordinating the San Diego County portion since 1989. With less than two weeks until the event, I Love A Clean San Diego is encouraging San Diegans to *sign up to clean up* on September 15th through the event website, www.CleanupDay.org.

While the name of the event implies that volunteers are only needed on the coast, in fact a majority of the 88 cleanup sites are inland – in canyons, creek beds, parks, and urban areas too. The event would not be complete without a smattering of coastal sites at many popular beaches from Oceanside to Tijuana. As in past years, inland locations tend to need the most volunteer support, due in part to illegal dumping and runoff from urban areas.

I Love A Clean San Diego has a few new things in store for those who are considering participation:

- ❖ Volunteers this year may choose to participate in one of **two new on-the-water cleanups conducted on San Diego Bay**. Local marinas are encouraging the boating community to bring their kayaks, canoes or other small vessels and remove debris that has already made its way into the ocean. Volunteers will also use special equipment to soak up oil slicks on the water's surface.
- ❖ Ten cleanup sites will get more than just a little sprucing up, as funding from San Diego Gas & Electric and Lowe's will provide the supplies and equipment to coordinate **service projects that will help to transform a handful of locations**. One highlight includes a new shaded pathway and upgrading park benches at Lakeside's Lindo Lake.
- ❖ Volunteers at certain beach cleanup locations might face a **slight influx of debris** due to the gradual arrival of marine debris resulting **from the 2011 Japanese earthquake and tsunami**.
- ❖ Those who are unable to participate can still support the efforts through a \$10 donation by **texting the word "CLEAN" to the number 80888**. Standard text messaging rates apply.

This year's efforts to coordinate another large scale cleanup event have been supported by a number of local businesses and government agencies, all of which are listed on the event website, www.CleanupDay.org. Special recognition is due to the County of San Diego, San Diego Gas & Electric, Lowe's, Ralphs, and Think Blue – City of San Diego Transportation & Storm Water Department whose financial support has allowed I Love A Clean San Diego to take on the role of sole coordinator of Coastal Cleanup Day this year.

On September 15th, I Love A Clean San Diego encourages all San Diegans to come together for this important event, giving three hours of their time to improve the health of our local environment and preserve the San Diego way of life for future generations. Register today at www.CleanupDay.org.

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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