

Media Advisory

June 28, 2012



CONTACT:

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Public Safety & Beach Health Key Themes of Today's Press Conference

San Diego, CA - Local environmental organizations, community groups, and government agencies have joined together once again as the San Diego Clean Beach Coalition (SDCBC). The group is taking a proactive approach to prevent the pollution problem that plagues the area's beaches during Fourth of July and other major summer holidays.

WHAT: Today the Clean Beach Coalition will unveil its temporary trash and recycling receptacles that it will place at popular beaches during busy summer holiday weekends. Local law enforcement to discuss enforcement measures to deal with the massive increase in beach visitors over the next week, including another round of the popular Instant Justice program.

WHY: After last year's Fourth of July weekend, City of San Diego staff and local volunteers removed more than 220 tons of debris from Pacific Beach, Ocean Beach, Mission Beach and Mission Bay. The additional trash receptacles are necessary to keep up with the elevated amounts of trash created during the summer holidays.

WHO: Lead sponsors Think Blue- City of San Diego Transportation & Stormwater Department Senior Public Information Officer Jennifer Nichols-Kearns and owners of Pacific Beach Shore Club. SDPD Northern Division Captain Brian Ahearn & Lifeguard Sgt Rich Stropky, Parks & Recreation Department Director Stacey LoMedico, Deputy City Attorney Terri Winbush, and Coalition members I Love A Clean San Diego, FreePB.org, the San Diego Chapter of the Surfrider Foundation.

VISUALS:

- First look at this year's receptacles, including new pollution prevention tips.
- Views of San Diego's pristine beaches before the Fourth of July madness.
- Display of the Coalition's "do's and don'ts" list for a sustainable day at the beach.

WHEN: Thursday, June 28, 2012 – 11:00 a.m.

WHERE: **Fanuel Street Park** - 4024 Fanuel Street, San Diego, CA 92109
Directions: Take I-5, exit Grand/Garnet, go West on Grand Avenue toward the beach. Make a Left onto Fanuel Street, and follow it South toward Mission Bay. Fanuel Park will be on the right-hand side, one block from Mission Bay.

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The San Diego Clean Beach Coalition (SDCBC) is a collaboration of local non-profit organizations and city agencies focused on coastal stewardship, raising awareness of beach litter issues and preventing marine debris. Members include I Love A Clean San Diego, San Diego Chapter of Surfrider Foundation, FreePB.org and City of San Diego Parks & Recreation Department. More information at www.cleanbeachcoalition.org.