



October 13, 2010  
**For Immediate Release**

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### **Volunteers Needed to Beautify Chula Vista**

*Help Remove Trash and Graffiti on October 16<sup>th</sup> as part of Beautify Chula Vista Day*

Chula Vista, CA – It's still not too late to register for the 8<sup>th</sup> Annual Beautify Chula Vista Day on Saturday October 16<sup>th</sup>. Approximately 800 volunteers are expected to gather at Otay Recreation Center this weekend to clean up the southwest portion of Chula Vista. Families, corporate volunteer teams, scout troops, community leaders and environmental enthusiasts will join forces to improve local neighborhoods by removing litter and graffiti. Beautify Chula Vista Day, hosted by Mayor Cheryl Cox and the City of Chula Vista, in collaboration with I Love a Clean San Diego and Allied Waste Services, is scheduled for Saturday, October 16th from 8 a.m. to noon.

Beautify Chula Vista Day is significant in many respects. It is a chance for the Chula Vista community to actively participate in enhancing the environment in which they live. Urban litter is not only an eye sore, but it can also negatively affect the health of local residents. The actions of volunteers at Beautify Chula Vista Day directly impact the health of plants, animals and humans. By removing litter and graffiti, I Love A Clean San Diego volunteers are giving the urban landscape a fresh start and fostering greater community pride.

Participants of all ages are welcome to attend and will enjoy complimentary t-shirts, food and prizes to reward their morning of service to the community. Community service certificates will also be available. For more information and to register for this community volunteer event, visit [www.beautifychulavista.org](http://www.beautifychulavista.org).

**Date/Time:** Saturday, October 16, 2010 from 8 a.m. to noon.

**Location:** Otay Recreation Center at 3554 Main Street, Chula Vista 91911.

**Visuals:** Approximately 800 volunteers removing trash and graffiti to beautify Chula Vista neighborhoods

*I Love A Clean San Diego promotes awareness of environmental issues including resource conservation, waste reduction and recycling, community enhancement, and pollution prevention.*

*For more information, visit [www.cleansd.org](http://www.cleansd.org).*

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