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FOR IMMEDIATE RELEASE



San Diego Clean Beach Coalition Preps Beaches for Holiday Crowds

San Diego, CA – As the Fourth of July holiday weekend draws near, the San Diego Clean Beach Coalition is poised to prevent the pollution problem that plagues area beaches during major summer holidays. The Coalition has raised close to \$15,000 from local businesses and government agencies to support the purchase and placement of more than 200 temporary trash and recycle bins for the Independence Day and Labor Day holidays. Look for these temporary cardboard bins on the sand in the areas of Ocean Beach, Mission Beach, Mission Bay Park, and Pacific Beach.

Beach litter has been a problem over the last few years, prompting the Coalition to develop education and outreach tactics to tackle marine debris. Last year, the City of San Diego Parks & Recreation Department reported that crews removed 396,000 pounds of trash from temporary and permanent bins after the holiday weekend. While City infrastructure proves sufficient to collect debris on typical weekends, the large influx of beachgoers over holiday weekends prompted the San Diego Clean Beach Coalition to get involved.

The Clean Beach Coalition, which consists of local environmental organizations, community groups, and government agencies, has come together for the third consecutive year to raise awareness of beach litter issues and prevent marine debris. Clean Beach Coalition member agencies include: FreePB.org, I Love A Clean San Diego, San Diego Coastkeeper, the San Diego Chapter of Surfrider Foundation as well as the City of San Diego Parks & Recreation Department. This year's efforts would not be possible without the support of generous supporters, including Think Blue – City of San Diego Storm Water Department, San Diego County Board of Supervisors – Pam Slater-Price, and Pacific Beach Shore Club. More information about the San Diego Clean Beach Coalition member agencies as well as businesses that have helped to support this year's efforts is available at www.cleanbeachcoalition.org.

The San Diego Clean Beach Coalition 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.

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