



www.ilacsd.org T: 619.291.0103 F: 619.298.1314 4891 Pacific Hwy, Suite 115 San Diego, CA 92110

CONTACT: Morgan Justice-Black
I Love A Clean San Diego
Office: 619-291-0103 x3003
Cell: 619-890-4154

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FOR IMMEDIATE RELEASE

Green Starts Here in San Diego!

Join thousands of San Diegans to volunteer in honor of Earth Month this April!

SAN DIEGO COUNTY, CA – One of the largest countywide cleanup events is just around the corner and I Love A Clean San Diego (ILACSD) seeks thousands of volunteers to lend a helping hand. Join neighbors, friends, and co-workers to restore beaches, bays, canyons, and creek beds throughout San Diego County at ILACSD’s 7th Annual Creek to Bay Cleanup on Saturday, April 25th from 9AM – 12noon.

In San Diego County alone, ILACSD’s volunteers will take action at over 60 coastal and inland cleanup sites. This event does not stop here. ILACSD is proud to join forces with Keep America Beautiful’s Great American Cleanup, celebrated with over 30,000 service projects nationwide during Earth Month this April. The spirit of volunteerism, community pride, and environmental stewardship takes wing as volunteers across the nation illustrate the theme of the event, “Green Starts Here.”

This year, ILACSD is expanding this “green” theme by promoting eco-friendly habits through reusable bottle giveaways. Each volunteer will get a free commemorative event bottle to replace single-use plastic bottles. “Promoting reuse is of the utmost importance in order to teach community members waste reduction strategies” says Pauline Martinson, executive director of ILACSD.

The Creek to Bay Cleanup has succeeded in removing close to one million pounds of debris since its inception in 2003. Over 17,000 volunteers have cleaned up 679 miles of coastline and inland open spaces over the last six years. These jarring trash statistics show the continued need for these countywide cleanups year after year. Another alarming trend is the staggering amount of debris at inland cleanup sites as opposed to those sites on the coast. On average, each volunteer at last year’s event picked up 90 pounds of debris from inland sites, while volunteers at coastal sites collected just five pounds each. Hence, I Love A Clean San Diego is encouraging volunteers to register for inland cleanup sites where they are needed most!

This year's media kick-off site will be held at Southcrest Community Park, adjacent to the Chollas Creek, an oftentimes neglected urban water body in Southeast San Diego. Volunteers will work to remove litter from residential neighborhoods, as well as the creek bed. In order to deter residents from illegally dumping into the already compromised Chollas Creek, volunteers will stencil storm drains in the area with the message "No Dumping...Goes to Ocean". This site will also host a community drop off for large and bulky items, hosted by Groundwork San Diego, Chollas Creek. The event, "Come Dump on Us", is meant to curb illegal dumping into the creek by allowing residents a free and convenient disposal solution.

This year's cleanup event is sponsored by the San Diego County Board of Supervisors through the support of Supervisor Pam Slater-Price and Supervisor Greg Cox. The County shares the title sponsorship with the City of San Diego's Think Blue Stormwater Department, showing that local government has a vested interest in the health of the environment. Additional sponsorship has been provided by: Allied Waste Services, Time Warner Cable, the Barona Band of Mission Indians, KFMB Channel 8's Earth 8 Campaign, KPRI 102.1FM, the San Diego Bay Watershed Group, SONY, SeaWorld, SeaLife Aquarium, Kohl's, Kashi, Ellen Browning Scripps Foundation, Wilson Sonsini Goodrich & Rosati Foundation, Cubic Transportation, General Dynamics – NASSCO, AMC Entertainment, RBF Consulting, La Jolla Shores Hotel, City of Poway, City of Escondido, Dog Beach Dog Wash, the San Diego Natural History Museum, Birch Aquarium, and Jimbo's Naturally. ILACSD is especially grateful to all of these sponsors who continue to support community driven volunteer projects during difficult economic times.

Volunteers young and old are invited to participate in the Creek to Bay Cleanup, so gather coworkers, friends, family members, service groups, and scout troops for what is sure to be a morning of fun giving back to the environment. Scouts will earn patches for their hard work volunteering for their environment and community. Visit www.creektobay.org to learn more about the Creek to Bay Cleanup and register for a cleanup site near you.

Through outreach, community involvement and example, I Love A Clean San Diego leads and educates our community to actively conserve and enhance the environment. As one of San Diego County's oldest and largest environmental education non-profit organizations, ILACSD promotes awareness of environmental issues including resource conservation, waste reduction, recycling, community enhancement, and pollution prevention. For more information about I Love A Clean San Diego, visit www.cleansd.org or call 1-800-237-BLUE.

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