



June 21, 2016

FOR IMMEDIATE RELEASE

**Media Contact:** Sarah Buchholz

Office: 619.704.2781 | Cell: 503.881.8704

[Sbuchholz@cleansd.org](mailto:Sbuchholz@cleansd.org)

## **Clean Beach Coalition Prepares Coastline and Beachgoers Alike for a Litter-free Holiday Weekend**

**SAN DIEGO** – On Thursday, June 30th the San Diego Clean Beach Coalition (SDCBC) will host its 9th annual Fourth of July weekend press event from 11:00 to 11:30 a.m. at Fanuel Street Park in Pacific Beach. The media will hear first-hand from local law enforcement, elected officials and coalition members including: I Love A Clean San Diego (ILACSD), FreePB.org, the City of San Diego Parks & Recreation Department, and businesses. The press event will highlight how beachgoers can reduce waste and protect San Diego’s environment during the holiday weekend. More information about the coalition and its accomplishments are available at [CleanBeachCoalition.org](http://CleanBeachCoalition.org).

Millions of San Diegans and out of town visitors are expected to flock to the San Diego’s local beaches and bays this summer to enjoy the beautiful views and perfect weather. Unfortunately, permanent trash receptacles are inundated with large amounts of litter due to this influx of beachgoers. For our upcoming summer holidays, the SDCBC will place 125 temporary trash and recycling bins along San Diego’s most heavily-trafficked beaches: Mission Beach, Mission Bay, Pacific Beach and Ocean Beach to mitigate overflowing receptacles and marine debris.

Marine debris is not just an eyesore—it poses a serious health threat to local wildlife and negatively impacts water quality. Since the SDCBC’s inception in 2007, these temporary bins have collected an impressive 3.3 million pounds of trash which is the equivalent of three Boeing 747 airplanes. The SDCBC bins make proper disposal the easy and convenient choice while everyone enjoys their time seaside.

The SDCBC has created a list of alternative items for beachgoers to include on their packing list this upcoming holiday weekend:

<b>Common litter</b>	<b>Sustainable alternatives</b>
Styrofoam coolers	Hard plastic cooler or insulated bags
Single-use plastic bottles	Reusable water bottles
Sandwich bags, food wrappers	Shop in bulk, use reusable food storage containers

Major support for this year’s pollution prevention efforts comes from Think Blue San Diego, PB Shore Club, Anheuser Busch, SeaWorld, Wonderland, PB Local, Rubio’s, Mission Beach Women’s Club, Tavern, Sandbar, and Vavi. Additional information about the campaign is available at [CleanBeachCoalition.org](http://CleanBeachCoalition.org).

**About I Love A Clean San Diego (ILACSD)** As San Diego’s most influential advocate for sustainability, I Love A Clean San Diego (ILACSD) is an environmental catalyst, awakening passion and inspiring action, empowering everyone to improve the health and beauty of our local environment. For over sixty years, we’ve brought the best in all of us together for a lasting, positive impact on our region. We are passion in action. For more information, to volunteer or donate, visit [www.cleansd.org](http://www.cleansd.org) or call (619) 291-0103. Connect with us on [Facebook](#), [Twitter](#) and [Instagram](#).

###