

SAN DIEGO

CLEAN BEACH COALITION



San Diego Groups Seek Everyone's Help To Prevent the Trashing of Beaches

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FOR IMMEDIATE RELEASE

June 23, 2008 - SAN DIEGO - A group of San Diego local environmental organizations, community groups, and government agencies have joined together as the San Diego Clean Beach Coalition (SDCBC) to spread the word and take action in a direct attempt to prevent the pollution problem that plagues the area's beaches during July 4 and other major summer holidays. The group wants people visiting the beach to remember to dispose of trash properly in provided trashcans, trash bags and recycling receptacles.

After July 4 last year, volunteers and City of San Diego workers picked up approximately 200 tons of trash from the sands of San Diego beaches. This year, the coalition worked together to place additional trash receptacles along popular Pacific, Mission and Ocean beaches, as well as Mission Bay Park, for the public's use.

Beachgoers young and old can be cut by glass, cans and other trash left behind. In addition, beach pollution endangers marine animals that mistake litter for food or get entangled in it.

"Leaving trash on the beach cuts down on everyone's enjoyment. It's unsightly, dangerous and can threaten the animals and plants that make our shoreline such a beautiful and inviting place," said San Diego Mayor Jerry Sanders. "All of us have a responsibility to pick up after ourselves and to lend a hand in keeping our beaches clean and free of trash."

The SDCBC formed to develop and execute a comprehensive plan to prevent beach litter during the summer holidays. The coalition is a joint partnership between I Love A Clean San Diego, San Diego Coastkeeper, the San Diego Chapter of the Surfrider Foundation, FreePB.org, and City of San Diego lifeguards, police, and park rangers.

The partners of the coalition are working together to reduce the amount of litter left strewn on San Diego beaches on the 4th of July holiday and throughout the summer. In addition to placing additional public trash receptacles along Pacific, Mission and Ocean beaches, as well as Mission Bay Park, SDCBC objectives include

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creating awareness of the resources available for beachgoers to properly dispose of their trash during holiday celebrations, educating the community about pollution prevention through a media campaign, increasing recycling, and educating people planning to visit the beaches about the rules and regulations at local beaches.

The group's efforts are made possible by the support of these sponsors who share a love of clean beaches: Keep California Beautiful, Anheuser Busch, Sun Diego, Kashi, ClifBar, Lahaina Beach House, Councilmember Kevin Faulconer, Roots Kind Food, the San Diego County Board of Supervisors, KFMB-TV's Volunteer 8, Surfshot, San Diego CityBeat, and 91X.

More information about the efforts of the San Diego Clean Beach Coalition can be found at www.cleanbeachcoalition.org.

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[Editors: Regulations for San Diego's popular Mission Bay Park and surrounding beaches follow this document.]