

For Immediate Release

Laguna Beach

International Coastal Cleanup Day

Saturday, September 25, 2010

Venue Duration: 9 am to Noon

Early Birds Welcome!

Join the **Clean Water Now! Coalition** staff and our like-minded friends in the "**solution to pollution**" on Laguna's 7.5 mile long coastline. This will be the CWN!C's 10th year of organizing both the California Coastal Cleanup Day (CCCD) and the Quarterly "**Adopt-A-Beach**" award-winning volunteer cleanup programs locally. Local divers and their families will do underwater cleanups at a few sites.

CCCD is the premier event focused on the marine and watershed environments in the country. In 2009, more than 80,600 volunteers worked together to collect more than 1,300,000 pounds of trash and recyclables from our beaches, lakes, and waterways. **This is the 26th Anniversary of CCCD led by the California Coastal Commission educational staff.**

CCCD has been hailed by the Guinness Book of World Records as "the largest garbage collection." (1993). Since the program **started in 1985**, over 800,000 Californians have removed more than 14 million pounds of debris from our state's shorelines and coast. When combined with the **International Coastal Cleanup**, organized by **The Ocean Conservancy** and taking place on the same day, CCCD becomes part of one of the largest volunteer events of the year.

Here in Laguna Beach, the CWN!C Clan will organize cleanups at the following sites: **Crescent Bay Beach** (North Laguna), **Main Beach Downtown** (HQ), and in South Laguna stations at **Victoria Beach**, **Treasure Island Beach** (Below The Montage Resort) and **Aliso Creek County Beach**.

Note: The Aliso Beach station will be manned by Mike Hazzard (**Aliso Creek Steelhead**) and Rick Conkey (**Help Blue Water**). They'll be sending volunteers south 1 mile to West Street Beach and also 1 mile up Aliso Creek.

BRING YOUR OWN: *To reduce the volume of plastic trash, bring your own reusable bucket or bag, and gloves too. We will have bags and gloves at each site in case you don't bring your own. Required Waiver forms are available online at the CCC website (see Waiver/Safety link) listed below.*

Each site is autonomous/independent, staff can sign off on youth community service hours. We'll also have tide pool brochures and other educational brochures at each one as well. Volunteers only need to bring a hat and their enthusiasm!

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For More General Information: www.coastforyou.org or www.cleanwaternow.com