

MEDIA RELEASE

FOR IMMEDIATE RELEASE



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Join Watsonville on its 8th Annual Coastal Cleanup Day

The International Coastal Cleanup Day is the premier volunteer event focused on the marine environment in the world. 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. California Coastal Cleanup Day (CCD) has been hailed by the Guinness Book of World Records as "the largest garbage collection" (1993). CCD is an international event with over 100 countries participating in cleanup efforts on this one day.

On Saturday, September 25th, the City of Watsonville's Parks and Community Services Department Neighborhood Services Division, Public Works and Utilities Department, and Save our Shores (SOS) will join forces with thousands of communities nationwide for the "26th Annual Coastal Cleanup Day". The City of Watsonville will be hosting five sites in the South County area. The inland sites will be the Watsonville Slough at the Ramsay Park Nature Center, Pajaro River at River Park, and West Struve Slough at the base of Pajaro Valley High School. Sunset State Beach and Palm Beach are coordinated through SOS. The event will take place from 9 am till Noon. There will be morning refreshments and lunch available to volunteer's at all three inland sites.

The goals of Coastal Cleanup Day are to engage people to remove trash from beaches and waterways, to identify the sources of trash, raise awareness of litter in our environment and to change the behaviors that cause pollution. A Site Captain will be at each site to sign you in and distribute supplies. Captains will provide latex gloves, trash and recycling bags, marine debris information, data cards, pencils, a safety briefing and lots of smiles!

There are 45 public Coastal Cleanup Day sites in Santa Cruz County including rivers, beaches and sloughs. You can pre-register for all sites at www.saveourshore.org. Please note that if you know of a site that is in need of a cleanup and is not listed, SOS can provide you with a cleanup kit and you can run your own site. SOS can provide cleanup kits for any size group that wants to clean their neighborhood street, a local beach or river site that is not listed below. Cleanup kits will include bags, gloves, data cards, instructions and event details. Depending on your site we can arrange garbage collection if necessary. To inquire about this option, please contact Emily at emily@saveourshores.org and if you seek information regarding the three inland sites in Watsonville, please contact Neighborhood Services at 763-5678.