

**CALIFORNIA COASTAL COMMISSION**

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Saturday, September 15, 2007  
**FOR IMMEDIATE RELEASE**

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California Coastal Cleanup Day  
Presented by the California Coastal Commission

Results with 70% of cleanup sites reporting

## Thousands of Californians Aim For A Clean Sweep at the 23<sup>rd</sup> Annual California Coastal Cleanup Day

(*San Francisco*) Tens of thousands of Californians scoured our beaches, shorelines, and inland locations to pick up trash and debris this morning, combing over 750 sites and collecting hundreds of tons of trash. These volunteers took part in the California Coastal Commission's 23<sup>rd</sup> Annual California Coastal Cleanup Day presented by Whole Foods Market, part of the International Coastal Cleanup organized by The Ocean Conservancy. Beach and inland waterway cleanups took place up and down the California coast, from Mexico to the Oregon border, around San Francisco Bay, and at sites as far inland as Lake Tahoe and the Salton Sea.

With 70% of the cleanup sites reporting,  
the statewide count stands at 45,443 volunteers,  
which should approach the event goal of 50,000 volunteers.

Those volunteers picked up 429,890 pounds of trash  
and an additional 69,881 pounds of recyclable materials,  
for a total of 499,771 pounds.

The Coastal Commission expects to exceed 800,000 pounds of trash when all the totals are in.

Past Coastal Cleanup Day data tell us that most (between 60-80 percent) of the debris on our beaches and shorelines comes from inland sources, traveling through storm drains or creeks out to the beaches and ocean. Rain—or even something as simple as hosing down a sidewalk—can wash cigarette butts, bits of styrofoam, pesticides, and oil into the storm drains and out to the ocean. The California Coastal Commission is asking all Californians to take responsibility for making sure trash goes where it belongs—securely in a trashcan, recycling bin, or a hazardous waste dump when appropriate.

As occurs every year, some unusual items were found throughout California. The Winners of the *2007 Most Unusual Item contest* were:

- Northern California: A volunteer in Monterey County found a safe. The sides of the safe had been blown out, as though by dynamite (the safe was empty).

- Southern California: A volunteer in Los Angeles County found a bottle full of beetles.
- Inland California: A volunteer in San Joaquin County found a litter of puppies. The puppies were put up for adoption.

The Coastal Commission will award \$50 gift certificates to each volunteer who found the unusual items.

For the past five years, California Coastal Cleanup Day has shown steady growth in both volunteer and debris totals, and the initial results from 2007 look to continue this trend. "Our efforts this year were helped tremendously by our new partnership with Whole Foods Market," said Eben Schwartz, Coastal Cleanup Day Director for the California Coastal Commission. "By rooting new and existing sites in each of the Whole Foods Market communities, and publicizing the event in all 40-plus stores throughout the state, they helped engage new volunteers and increased participation significantly."

**Results from last year:** In 2006, 50,375 volunteers picked up over 945,000 pounds of trash and recyclables statewide on Coastal Cleanup Day, the largest cleanup in the event's history. 40 percent of all debris items picked up were cigarette butts - volunteers picked up over 347,000 of them in only three hours last year. This was the 22<sup>nd</sup> straight year in which cigarette butts were the most numerous debris item picked up.

Those who were unable to make it to the beach for Coastal Cleanup Day can still participate in COASTWEEKS, a three-week celebration of our coastal resources that takes place across the United States. The Coastal Commission has a calendar of COASTWEEKS events on its website. Volunteers are encouraged to contact the California Coastal Commission for more information about COASTWEEKS. To get involved with COASTWEEKS, or to find out how you can become a Coastal Steward throughout the year, please contact the Commission at (800) COAST-4U or visit our Web site at [www.coast4u.org](http://www.coast4u.org).

*The statewide event is presented by the California Coastal Commission and Whole Foods Market® with major statewide support from long-standing partner, Oracle and new statewide partner Gaiam. Regional participation from KPMG, See's Candies, Peet's Coffee and Tea, and Whole Foods Market vendor team, Dr. Bronner's, Nature's Path, Zola Acai, Clover Organics, Natracare, Clif Bar, and Atkins Ranch.*

*Northern California media sponsors include partner Alice Radio and supporters KPIX/ CW Bay Area TV, and San Francisco Magazine.*

*Southern California media sponsors include KCAL-TV and KCBS-TV.*

*California Coastal Cleanup Day 2007 is supported by the California Coastal Commission, California State Parks Foundation, and the Ocean Conservancy. This event is made possible by the hard work of hundreds of local non-profits and governmental agencies throughout the state and 50,000 volunteers annually.*

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