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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 22nd 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 700 sites and collecting hundreds of tons of trash. These volunteers took part in the California Coastal Commission's 22nd Annual California Coastal Cleanup Day, 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 36,093 volunteers,
which should approach the event goal of 50,000 volunteers.**

**Those volunteers picked up 510,326 pounds of trash
and an additional 50,126 pounds of recyclable materials,
for a total of 560,451 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 *2006 Most Unusual Item contest* were:

- Northern California: A volunteer team in Berkeley found a toy gorilla clad in a sequined dress that sings in Spanish.
- Southern California: To be announced.

- Inland California: A volunteer in Yolo County found a first edition of a book titled "Sheep Management and Disease." Tucked inside the book was a news clipping from the San Francisco Examiner's editorial page dated February 2, 1951.

The Coastal Commission will award \$100 to each of the volunteers 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 2006 look to continue this trend. "More people involved in the Cleanup means there are that many more people who understand the impact our "disposable lifestyle" has on the health of our coast, and what they might do to help reduce this impact throughout the year," said Eben Schwartz, Coastal Cleanup Day Director for the California Coastal Commission.

Results from last year: In 2005, 52,000 volunteers picked up over 971,000 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 258,000 of them in only three hours last year. This was the 21st 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.

The statewide event is coordinated by the California Coastal Commission and hundreds of local non-profits and governmental agencies throughout the state. Statewide Sponsors include: Oracle and Goodby, Silvertsein & Partners. Regional sponsors include See's Candies, KPMG, Albertsons, Motorola, and Peet's Coffee and Tea.

Northern California Media Sponsors include: KPIX-TV, KBHK-TV, KMAX-TV, and San Francisco Magazine.

Southern California Media Sponsors include: KCAL-TV and KCBS-TV.

California Coastal Cleanup Day 2006 is supported by the California Coastal Commission, California State Parks Foundation, and The Ocean Conservancy.

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